RADIO ANNUAL and TELEVISION YEAR BOOK



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RADIO DAILY

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THE 1950 RADIO ANNUAL

Edited by

JACK ALICOATE

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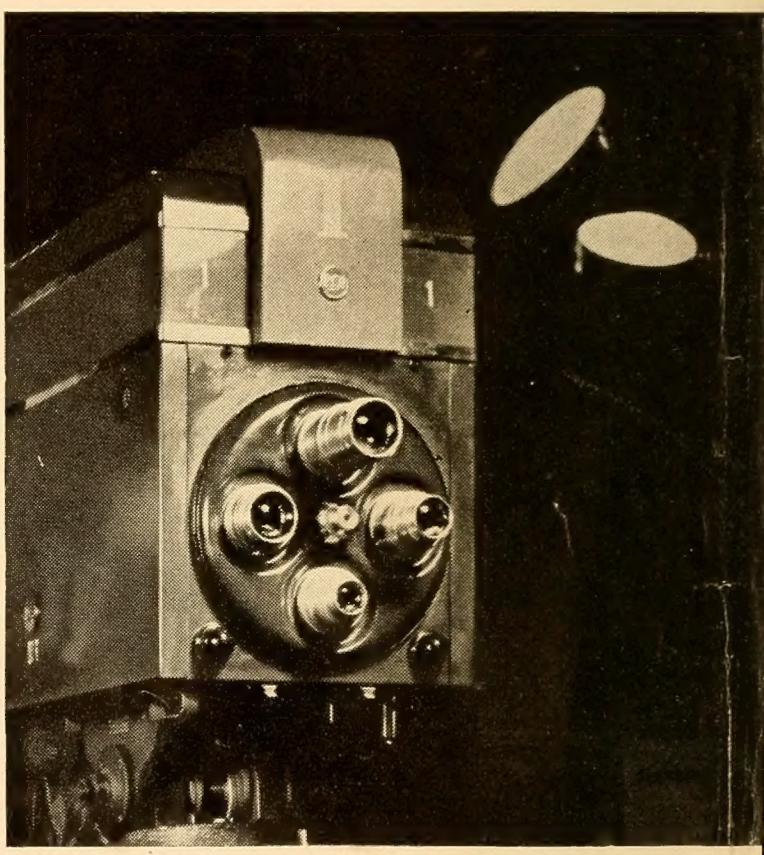
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Appreciation

To that understanding legion, representing every facet of radio and television who have helped us in gathering material for the 1950 *RADIO ANNUAL and TELEVISION YEAR BOOK we of Radio Daily extend our grateful appreciation.*

•

The 1950 *stride of this work of reference is compellingly reflected in the departments that follow. More pages, more subjects, more streamlined and of more interest to the busy executives of a dynamic industry of which Radio Daily is happy to play its modest part.*

•

RADIO ANNUAL and TELEVISION YEAR BOOK is constantly in preparation. It forms the hard core of the always busy and universally used Radio Daily Information Department. Next year's edition is always in preparation. Again, many thanks to all who have helped.

JACK ALICOATE,
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AM-FM-TELEVISION

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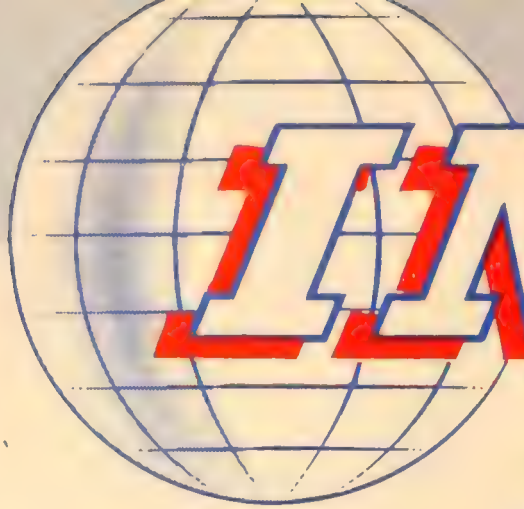
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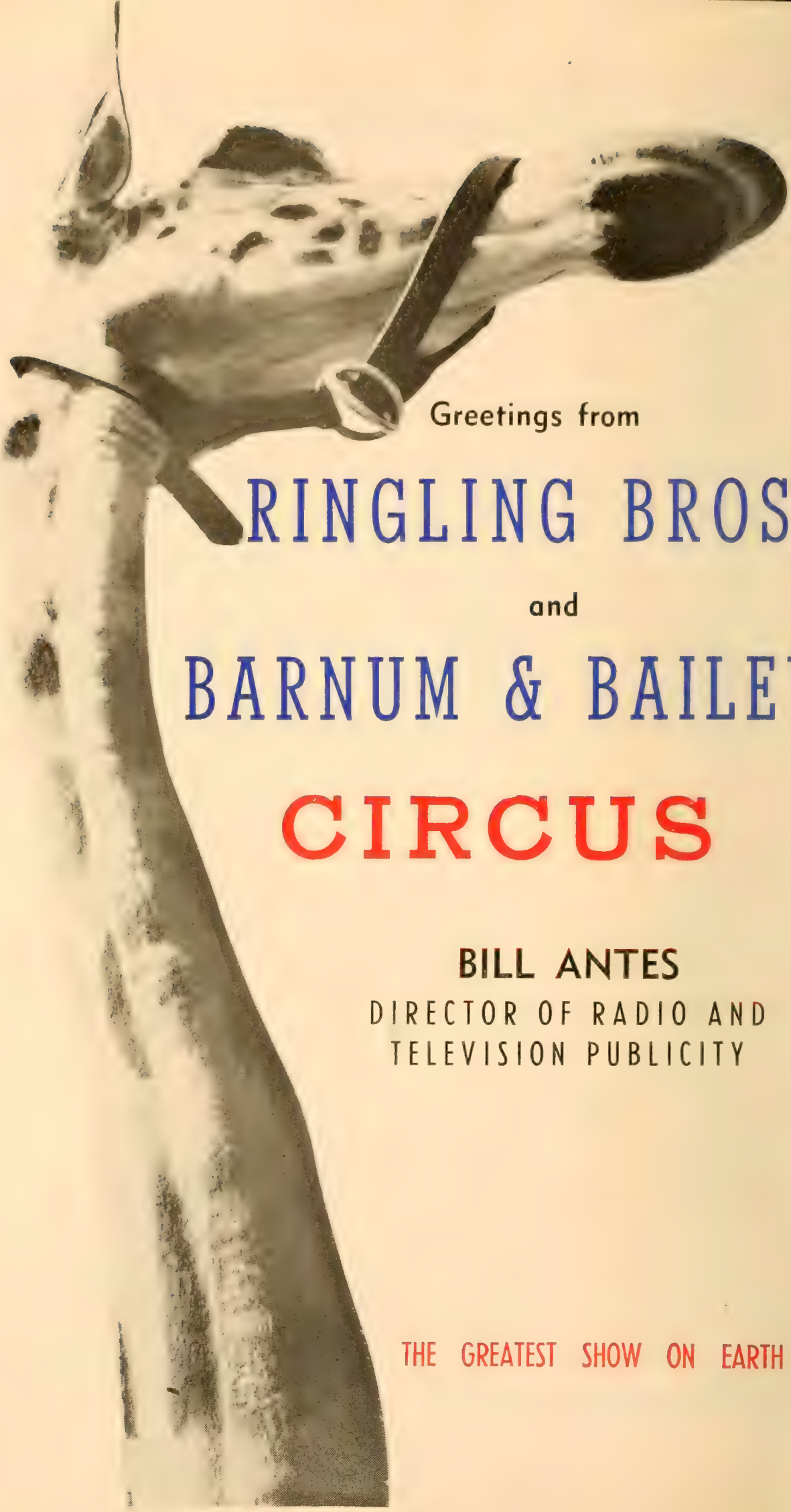
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WCOU 452
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WJR 474-475
WKAQ 716
WKBW 530
WKJB 713
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WMEX 463
WMGM 546
WNBW 1092
WNEW 548
WOC 427
WOR 524
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WPAT 520
WPEN 614
WPRO 624
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WPTZ 1106
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WRAK 621
WRC 374
WROK 417
WRR 654
WSB, WSB-TV 390
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WWDC 375
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Young & Rubicam, Inc... 118
Young, Victor 956

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Ziv, Frederic W., Co. Inside Front Covers
Ziv Television Programs, Inc. 1048



Greetings from

RINGLING BROS.

and

BARNUM & BAILEY

CIRCUS

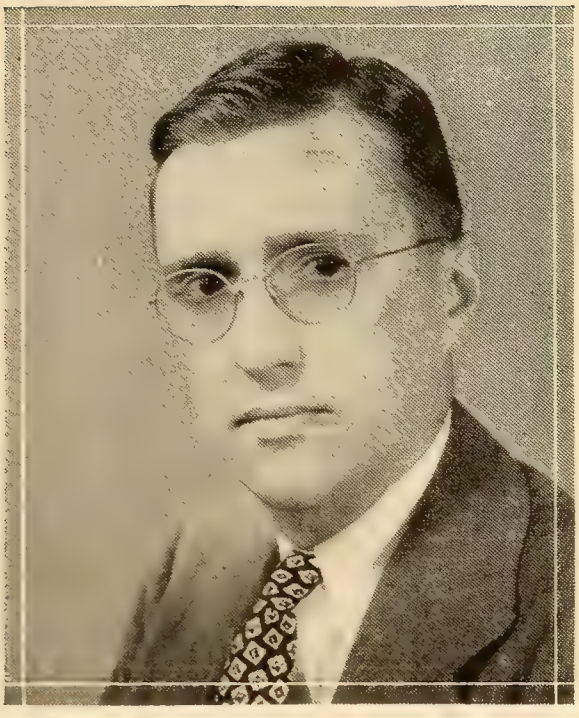
BILL ANTES

DIRECTOR OF RADIO AND
TELEVISION PUBLICITY

THE GREATEST SHOW ON EARTH

PUBLIC SERVICE PROGRAMMING GIVEN EMPHASIS BY FCC CHAIRMAN

by
WAYNE COY
Chairman
Federal Communications Commission



THE proudest boast of American radio is its pre-eminence as the people's forum. The record of our radio system is studded with examples of outstanding public service to support that claim. All over the nation there are broadcasters who have studied their community needs so searchingly and have then proceeded to serve them so enthusiastically that they have won an enviable place in the hearts of the citizens. In city after city such broadcasters have enriched the life of their community by making their station a new and indispensable civic institution, a powerful force in the social, economic, cultural, educational and political life of the community, a focus for local progress. By virtue of such zeal and public spirit, the broadcaster in many such cases has become the city's "first citizen."

In the light of such distinguished and well-publicized achievements in community service it is difficult to understand the apparent disregard of some licensees for this most important phase of their operation. It is difficult to understand how they can assume the obligation as a trustee of a publicly-owned frequency—often the only frequency available in a community—and then proceed to black out the needs of their community. The examination of the annual program reports for a composite week from such stations is apt to make pretty gloomy reading.

You get the impression that such licensees are content to keep the community service activities of their station on a par with those of a juke box. You get the impression that in such communities there are no problems of health, juvenile delinquency, labor, education, recreation, transportation or housing; that no local groups such as the schools, welfare bodies, religious organizations, unions, civic study clubs or governmental agencies ever wants or needs to use radio to further its activities; that there are no local musicians, authors, artists, professional leaders or other gifted citizens who might be given an opportunity for expression. Perhaps there are such communities. I don't know of any. In only such communities (did they exist) would a licensee be justified in relying completely on a network hook-up and a phonograph turntable. If there are such communities you may be sure that those conditions are never reported to the Commission when an applicant is seeking a license to establish a new station.

The Commission does not tell a licensee what the particular needs of his community are. They are for him to uncover—not by sitting in his office and waiting for timid requests for time, but by going out and making a real study of his community.

I hope that the cases of apparent neglect of community service that the Commission set down for a hearing in 1949 will not develop into a trend.

The broadcasting industry can strengthen itself and grow in the esteem of the American people during the mid-century year of 1950 by building up this area of public service.

FAVORITE SEAFOOD SPOT
Guy Lombardo's
EAST POINT HOUSE
Freeport, Long Island



GUY LOMBARDO

AND HIS ROYAL CANADIANS

Currently At The

ROOSEVELT HOTEL

NEW YORK

DECCA RECORDS

"THE GUY LOMBARDO SHOW"

TRANSCRIBED BY
FREDERIC W. ZIV CO.

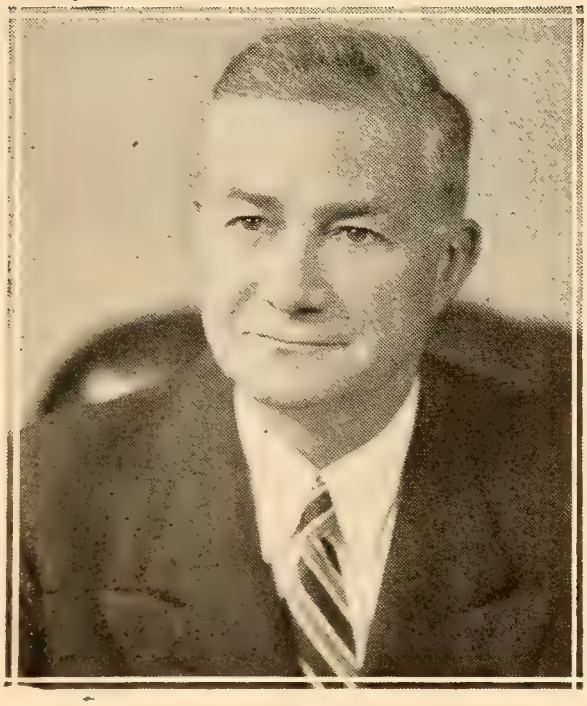
Exclusive Management
MUSIC CORPORATION
OF AMERICA

Publicity — DAVID O. ALBER ASSOCIATES: Gene Shefrin

LOOKING AHEAD IN 1950

SOLUTION OF NARBA PROBLEM IS ISSUE

by
JUSTIN MILLER
President, National Association of Broadcasters



1950 will be the last year of a momentous half century, a 50-year span which has seen the growth of radio from the first spark of Marconi's wireless to the great medium of mass communication and advertising we now know. Few men, at the beginning of that half century, would have dared to predict the growth of that small spark into today's vast web of communications—aural and visual—for information, entertainment and education. Few men will dare, now, to predict the events of the coming half century. But it is easier to guess at the coming year's events.

In a world of universal complexities, it is perhaps inevitable that one of 1950's major communication problems is an international snarl. The coming year will find us increasingly concerned for the successful negotiation of a new NARBA agreement. Without such an agreement, which will protect their frequencies and their audiences, American broadcasters cannot hope to realize the achievements which 1950 may otherwise have in store for them. With some services already seriously degraded, the American people are threatened with chaotic conditions if efforts to negotiate a new agreement fail.

The NAB is working faithfully in this field, through its staff members who sit on the United States delegation. We will continue to work toward an equitable agreement, for the protection of American listeners and broadcasters.

In other fields, 1950 seems to offer bright prospects. It should be a year of increased incomes, and of more careful attention to the control of operating costs; a subject of interested discussion at 1949 NAB District meetings. It will be a year in which American broadcasters, through their NAB, will continue a vigilant defense of the people's fundamental freedoms; an area in which notable victories have been won in the two years just past.

It will be a year of continuing change for broadcasting of all kinds—AM, FM and Television; for change continues to be the only completely sure prediction concerning broadcasting. But unless all the signs are wrong, it will be healthy change; change toward better operation and better economic condition.

In summary, broadcasting takes just pride in its accomplishments as it comes to the end of its 30th year and the end of the century's halfway marker.

JACK BENNY



RADIO SALES INTENSIFIED AS TV EXPANSION LOOMS

by
FRANK BURKE
Editor, Radio Daily

RADIO, entering its most aggressive selling year, holds promise of good returns for 1950 as television interests fight for the lifting of the TV freeze and chance to expand as the nation's most promising young industry.

The radio pitch for a share of the advertisers' dollar will be more forceful this year than ever before in the history of the industry. These plans have taken form in the campaign of Broadcast Advertising Bureau and the National Association of Radio Station Representatives. They have been augmented too by the promotional efforts of broadcasters in competitive markets in key center cities throughout the country.

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Just how effective radio's bid will be remains to be seen. The outlook, however, is far from gloomy and broadcasters in the AM field hope to hold the gains made in the past year and to attract new accounts.

Coupled with the campaigns are several schools of thought on the future of radio. Something that AM commercial network as we know it today will decline with the development of the nighttime TV audience. Others think that the TV impact has not been too competitive to date and that it will be several years before AM and FM radio will feel the force of its competition.

Some broadcasters view the TV expansion with alarm. In several cities, New York, Philadelphia and Washington, the broadcasters have been considering reducing their nighttime rates and raising their daytime rate cards. They argue that TV is capturing some of the nighttime audience but that the daytime listening audience remains intact and will so for years to come.

Language station broadcasters take a more optimistic view of the situation. They believe that the foreign language stations will hold their audiences come what may and see no threat in the sight and sound media. This is especially true in the Italian, Yiddish and Polish markets of the New York area.

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Turning to other sections of the country where TV stations do not exist, or are not expected to be built in the immediate future, the picture is different. Broadcasters in these areas, selling at the local level, have only the competition of fellow radio broadcasters. This competition, however, is vigorous especially in cities and towns where too many stations exist and there are unethical rate card practices.

Comforting words come from the publicity departments of the major networks. Top brass are quoted as saying that they see no competition between radio and TV and say that one service complements another. In fact networks are making much of simulcasting of radio shows on TV and predict more of it will occur in the months to come.

All is not complacent, however, in the industry. The National Association of Broadcasters which has had a series of stream-lining operations the past year is still a shaky convalescent.

Television, despite the shackles of the FCC freeze, continues to be the nation's most talked of industry. With 100 stations operating in cities throughout the country and the audience rated at 4,000,000 receivers at this time, some have predicted that more than 10,000,000 sets will be in use before year's end.

Linked with the expansion plans of TV is the prayer of the industry that the FCC in its wisdom will lift the freeze on 346 applications for stations. This will turn the industry expansion on at full blast and by the end of the year there should be more than 200 TV stations in operation throughout the United States. Confidentially we think the commission will lift the freeze and that the industry will move forward at unprecedented speed in the year ahead



JUDY CANOVA

"THE JUDY CANOVA SHOW"

For

Colgate-Palmolive-Peet

Saturday Evenings NBC

TEN OUTSTANDING RADIO EVENTS OF 1949

Poll of network and stations news directors on the 10 *outstanding radio news events of the past year resulted in the following selections:*

1. Russia's Atomic Explosion.
2. The Atlantic Pact.
3. Devaluation of Foreign Currency.
4. U. S. Treason Trials.
5. Communists Take China.
6. Soviet Clashes with Vatican and Tito.
7. Labor Strikes for Pensions.
8. Washington "Five Per Centers."
9. Unification Hearings.
10. The "Veep" and his Bride.

Outstanding Broadcasts

CBS' "Mind In the Shadow" Documentary.

NBC's "Living, 1949" Series.

ABC's Documentary, "The Berlin Story."

Mutual's Coverage of "World Series."


HOPE
1950
SWAN SOAP PROGRAM
PARAMOUNT PICTURES



NEW ERA OF ENTERTAINMENT —TV ADVANCES ARE NOTEWORTHY

by
BRIG. GENERAL DAVID SARNOFF
Chairman of the Board, Radio Corporation of America

TELEVISION shook off its adolescence and came into man's estate during 1949. Wherever it appeared the public embraced it, no longer as a novelty of sight and sound but as a service of untold potentiality. Great as is its future, from industrial, scientific and educational standpoints, the American people have been quick to recognize the new era of entertainment it has brought to the home, the significant informational services it has begun to develop, and its importance in communications by serving the eye as well as the ear. The strides it is making as an advertising and marketing medium of unsurpassed impact on the business and buying habits of the nation are now widely recognized, and new technical developments give promise of continuous improvement.

In 1949 television began to exert a powerful impact on the entertainment habits of Americans. Home-life, education, news, politics, sports and all forms of entertainment are beginning to realize the social and economic import of this new art.

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As 1950 opened, there were 98 television broadcasting stations in the United States. Networks are being extended by coaxial cable and radio relay interconnections. Millions of people in areas still out of range of the wave-borne pictures eagerly await the arrival of TV. In February, 1950, RCA Victor will manufacture its millionth television set, and sets will come off the production lines in greater numbers as increased mass production makes it possible.

Achievements in 1949: Achievements of RCA scientists and research men, coupled with the accomplishments of commercial engineers, contributed much to the advance of radio-electronics in 1949. New fields of research were opened with promising possibilities for the future not only in communications but in science and industry. Among the outstanding achievements in radio-electronics and television during the year were:

1. Expansion of television as a service to the public.
2. Develoment of the RCA all-electronic, high-definition compatible color television system now being field tested.
3. Introduction of the RCA 45-rpm system of recorded music featuring the simplest and fastest phonograph record changer ever devised and providing the best quality of reproduction.
4. Advanced development of radar and its increased application for national security and safety at sea and in the air.
5. Application of the electron microscope and electronic techniques in the fields of biology and medicine; for example, its use in research for close-up study of cancer cells and tissues.

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The electron tube, as the greatest basic invenstion in 50 years, has been the master key to radio progress. It opened the pathways through space for world-wide radiotelegraphy and telephony, for radio broadcasting, television, radar Ultrafax and numerous industrial applications. It will continue to unlock new developments from year to year.

For example, the "memory tube," developed as an electronic brain for rapid computing machines, makes it possible to complete the multiplication of two numbers, each having as many as 12 digits, in a hundred millionth of a second. It is called a "memory tube" because the figures fed into it can be retained for an indefinite time and be extracted when desired.

Another new RCA tube called the Graphechon has "visual memory." It can store radar signals and transient phenomena which occur in less than a millionth of a second and which ordinarily fade out in only a few seconds when traced on fluorescent screens yet this tube stores such signals for more than a minute.

New photo-tubes developed by RCA

(*Continued on Page* 53)



MR. TELEVISION



UNITED NATIONS EXPANDING ITS BROADCASTING ACTIVITIES

by
DOROTHY LEWIS
Coordinator, United Nations Radio

THE Charter of the United Nations states that "The United Nations cannot achieve the purpose for which it has been created unless the peoples of the world are fully informed of its aims and activities." Because radio is an instantaneous means of intelligence transmission and because it reaches across borders to the illiterate as well as the educated—its utilization in fulfilling this directive is strategic. Since there are two billion citizens in United Nations' 59 member states, broadcasters have a ready market for United Nations programs. While United Nations activities in the fields of politics, economics, science, art, agriculture, human rights, etc. are global in scope—they are intimately related to everyday living and are therefore excellent grist for the program mill. During 1949 United Nations Radio, many systems of broadcasting, networks and local stations have materially increased their efforts to dramatize this unfolding story of man's effort to establish a peaceful world.

SECTIONS: The Radio Division of UN consisting of 90 members from some 25 member states, is divided into four sections: European and Middle Eastern Services, Latin American Services, Trans-Pacific Services and English Language Services.

Each week about 20-25 hours are devoted to live broadcasts of regular meetings. Approximately 100 hours of broadcasting originate weekly at Lake Success except during the General Assembly when the output increases materially. This figure does not reflect the countless hours of rebroadcast by national systems, networks, local stations.

United Nations news and feature programs are released to all member states in the following languages: English, French, Spanish, Russian, Chinese, Dutch, Norwegian, Arabic, Icelandic, Greek, Turkish, Serbo-Croat, Polish, Czech, Amharic, Persian, Pushtu, Hebrew, Italian, Portugese, Burmese, Hindustani, Siamese, Indonesian-Malay, Tagalog and Urdu.

"UNITED NATION TODAY," the daily (Monday through Friday) Peabody Award-winning actuality news review, now in its third year, is carried by some 175 U. S. stations and is transmitted overseas to Australia, New Zealand, India, Pakistan, and the Philippines. It covers not only day-to-day United Nations news from all parts of the world but voices of delegates.

"MEMO FROM LAKE SUCCESS"—another Peabody winner—began its second season in September 1949 over the Columbia Broadcasting System and in Canada over CBC. It is released overseas to Australia, New Zealand, and South Africa. It is noteworthy that exclusive statements by its featured personalities have made newspaper headlines regularly from coast-to-coast.

"TWO BILLION STRONG":—This decomentary-type, half-hour series, carried by 225 ABC stations, had the distinction of being repeated in evening time during the summer of 1949. For this series UN's roving reporter travelled extensively to secure exclusive interviews and color.

"U. N. STORY":—Mr. Benjamin A. Cohen, Assistant Secretary-General, addressed the National Association of Broadcasters 1949 convention on "Independents" Day. His offer of several special services to this segment of the industry was met with enthusiastic response. As a direct result, 300 independent stations in 44 states have scheduled a weekly 15-minute transcribed feature program, entitled "U. N. Story," by a relay process. Under its earlier title, "Operation U. N.", the show won an award at the Ohio Institute for Education by Radio. It is carried in many English-speaking countries.

NBC CAMPAIGNS FOR U.N.: For the fourth consecutive year, the Public Affairs and Education Department of the National Broadcasting Company, New York, presented its annual NBC-United Nations Project, the purpose of which was to bring before the American public, through radio and television, the political as well as the social and economic accomplishments of the United Nations. The slogan for 1949 was "The United Nations Works For YOU."

TELEVISION AT UNITED NATIONS: It is indeed fortunate for millions of people that television has developed so rapidly in the last year through phenomenal increased distribution of television receiving sets and improved transmission. Most of the 84 U. S. television stations are now associated in networks. Early in 1949, U. N. began

(*Continued on Page* 73)



CAMEL PROGRAM

Friday

Pacific Time 6:30 to 7:00 P.M.

Eastern Time 9:30 to 10:00 P.M.

NBC

Mgt. LOU CLAYTON



TV PRODUCTION SCHEDULES TOP RMA ACTIVITIES

by
BOND GEDDES
Executive Vice President
Radio Manufacturers Association

ANOTHER milestone in the growth of the radio industry was achieved in 1949 just as the industry, as represented by the Radio Manufatcurers Association, celebrated its "silver anniversary." It became the radio-television industry, and the television receiver took the lead over the radio in the value of set sales.

Early in 1949 for the first time manufacturers' sales of TV sets exceeded, in dollars, their sales of radios, and television increased its lead throughout the year. By the fourth quarter of the year, the ratio of receiver sales was about 70 per cent TV and 30 per cent radio.

Final figures on set production indicate that 1949 was the industry's biggest year to date in dollar volume of sales. TV set production exceeded 2,800,000 units. Radio output is estimated at about ten million receivers, and total set sales, at the manufacturers' level, at better than $825,000,000.

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These estimates may be compared with the industry's previous record in 1948 when 975,000 television receivers and about 16,500,000 radios brought set manufacturers about $750,000,000.

Several interesting and significant trends in television receiver designs are apparent from a study of comparative statistics for 1948 and 1949.

One sharp trend, especially during the latter part of 1949, was toward larger direct view pictures. For example, 65 per cent of cathode ray tubes bought by set manufacturers during the third quarter of 1949 were 12 inches or larger as compared with six per cent in 1948. The increase in picture tubes of 14 inches or over was even more striking. Tubes of 14 inches or over accounted for 21 per cent and 14/100 of one per cent of sales, respectively, in the same periods.

Another significant trend was an increase in the ratio of console and consolette TV sets to table models. In fact, television seems to have restored the popularity of the small console without a phonograph which, as a radio, has practically disappeared.

•

While the sale of home radio receivers declined sharply in 1949, the demand for outdoor types of radio sets—auto and portable receivers—remained high, and these alone accounted for production of more than 4,000,000 sets.

Moreover, the market for radios showed such a surprising upward turn in the fall and early winter of 1949 that most manufacturers were unable to fill all orders.

FM broadcasting suffered from the competition of AM stations on the one hand and TV stations on the other, but receiver manufacturers in 1949 were producing an increasing number of radios with FM reception facilities, largely AM-FM combinations, and in addition were incorporating FM audio reception facilities in a substantial number of television receivers.

Despite a "freeze" on new television station construction, the outlook for continued progress in TV set production and sales in 1950 is good. Industry estimates indicate between 3,500,000 and 4,000,000 television receivers will be manufactured in 1950, and that by 1951 approximately 7,500,000 TV sets will be in use in the United States.

While the "freeze" will delay the opening of new markets for television receivers, existing television areas will continue to absorb a large number of sets if radio receiver ownership can be taken as a yardstick.

Only about 12 per cent of the homes in TV-served areas had television receivers near the end of 1949. By comparison over 95 per cent of these homes have radios.

TENTH YEAR ON THE AIR!

DUFFY'S TAVERN

NBC Network

Now setting new sales records

for a new sponsor!

BLATZ, Milwaukee's Finest Beer.

Ed "Archie" Gardner
and
Vinny Bogert
(who never gets any credit)



NEED OF AUDIENCE RESEARCH EMPHASIZED BY A. A. A. A. PREXY

by

FREDERIC R. GAMBLE
President, A.A.A.A.

IN 1950, the buyer's market will be with us in full normal stride. For the broadcasting industry, this comes at a time when the number of radio stations has more than *tripled* and when few television stations are yet on a profitable footing.

What are the problems in selling tomorrow's time that can be expected to result?

Selling radio and television time is really a two-fold job. It is not enough merely to sell the time. It must also be converted into *successful* advertising. And making advertising successful is the specialized job of advertising agencies.

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In radio and television broadcasting there is as yet *no* national body to recommend agencies as worthy of recognition, no general recognition standards of any kind, and no recognition machinery whatsoever.

Can radio afford to do less than other media are doing? In the contest of a buyer's market, can radio afford to have less insurance than other media enjoy, to evaluate the agencies who serve them?

It is also in radio's interest to give agencies certain research assistance which *only* broadcasters can give.

Printed media long ago found that confidence in their various media is based on their audited circulations. The audit is conducted by a joint tri-partite organization, the Audit Bureau of Circulations, or A.B.C., governed by all three interested partners—the printed media, the advertisers and the agencies. The media pay almost the entire bill for the auditing operations, so that the cost gets reflected in rates and so is shared pro rata among those who use the media.

Does this set-up sound familiar? It should? The parallel organization in radio—Broadcast Measurement Bureau, or B.M.B.—was set up in almost exactly the same way. The tri-partite set-up under which B.M.B. was organized is a sound one. Some such organization or organizations are needed to match the A.B.C. of printed media, and it should have broadcasting's full support.

We sincerely hope that broadcasters everywhere will give their best and most searching thought to a sound continuation of station audience research with strong industry support behind it. Radio needs such industry-wide research, with tri-partite validation, if it hopes to realize its full potential as marketing and advertising practices continue to be tightened.

•

Another bulwark which broadcasting needs—and which *only* broadcasters can supply—is a safeguard against credit losses by agencies and by stations.

Over many years, other media have found it essential to supply a collection device and a credit safeguard, the 2 per cent cash discount. *They do not give this out of their revenue;* they make allowance for it in setting their rate, so as to receive the same net revenue. And the 2 per cent cash discount is *not a source of agency revenue* because agencies customarily pass it to the client, when he earns it by paying promptly. This enables the agency to collect promptly or be warned. It keeps the agency in sound financial condition to pay stations by their due dates.

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The needs in radio and television are clear: (1) agency recognition standards; (2) industry research, widely supported; and (3) a credit safeguard.

The challenge of a buyers' market demands our best thought and wisest decisions. Let us make these wise and constructive decisions, and lick the challenge good.



FRED WARING AND HIS PENNSYLVANIANS

RADIO — TELEVISION — CONCERTS

Over 30 Years of Happy Association



ROLE OF BAB DEFINED —WIDE ACCEPTANCE FORECAST

by
MAURICE B. MITCHELL
Director, Broadcast Advertising Bureau

WHEN last year's Radio Daily Annual went to press, establishment of a Broadcast Advertising Bureau was only a dream of several far-sighted broadcasters. Today it is firmly established and functioning.

The idea took form last April at the National Association of Broadcasters' annual convention and contiguous meetings of the NAB Board of Directors. The Bureau was formally established in June of 1949, with these as its objectives:

(1) To promote the superior advantages of broadcasting as an advertising medium.
(2) To conduct a continuing educational campaign designed to improve the technique of selling broadcast advertising.
(3) To expand the use of broadcasting as a medium for selling services and merchandise.
(4) To advance the profession of advertising generally as an essential part of our free enterprise economy.

In every instance, BAB's scope includes television as well as AM and FM radio broadcasting. Throughout the organization—in its name, its long-term directives, its day-to-day operating policies—the term "broadcasting" is used specifically to cover both radio and TV.

BAB functions as a bureau of the National Association of Broadcasters. It serves NAB members exclusively.

Headquarters of the BAB were moved from Washington to New York last July so that its staff could better serve the vast number of national advertisers and agencies doing business in this major metropolitan area. Budget permitting, offices will be opened during 1950 in Chicago and possibly on the West Coast.

Eventually, offices may be established in other cities where there are major advertisers and agencies to be served and sold.

Right now, though, advertisers and agencies everywhere are invited to call upon BAB for services. Local advertisers should communicate via NAB member stations. National and regional advertisers may work either through members or directly with us at 270 Park Avenue in New York. Through correspondence, telegraph, telephone, and travelling representatives wherever feasible, we are ready to be of help.

This year BAB will intensify its efforts to create a greater understanding and appreciation of advertising, and broadcast advertising in particular, at all levels of the mass distribution system. Already NAB member stations are multiplying their contacts with regional offices, factory representatives, distributors, and all the other echelons lying between manufacturer and local dealers.

To give greater force and direction to this work, BAB will release early in the year a new strip-film designed especially for showing to executives at these intermediate distribution levels. It will document the power of broadcast advertising, and suggest means of coordinating activity throughout the distribution chain to insure the best results all along the line.. And two new direct-mail campaigns, designed for use by member stations with local and regional prospects, are already on the presses.

BAB's activities in the retail field have received the greatest attention so far from the advertising industry generally, and these efforts will be stepped up in 1950.

Retail, regional, national-network, spot or local—we are here to help everyone who buys or sells broadcast advertising. To our members and all the broadcast industry's customers, we extend a cordial invitation to put us to work on your problems and potentialities.



THE OXYDOL SHOW
Tuesday, Wednesday, Thursday
8:15 P. M., CBS, E.S.T.

Dinah Shore

COLUMBIA RECORDS



FUTURE OF CANADIAN RADIO-TV RESTS WITH ROYAL COMMISSION

by

R. T. SNELGROVE

President, Canadian Association of Broadcasters

THE years 1949 and 1950 mark the second great milestone of Canadian radio history. In 1949, the Federal Bovernment appointed a special five-man Royal Commission, charged with the duty of recommending, after complete investigation, a policy to set the broadcasting framework of Canada.

Mindful of the last Royal Commission on radio, which seventeen years ago recommended complete nationalization of broadcasting, the Canadian Association of Broadcasters immediately mobilized all its resources to see that the case of independent (non-government) broadcasting, was fully and fairly presented.

In September of 1949, the Canadian Association of Broadcasters presented two comprehensive briefs to the Royal Commission at its first, or Ottawa, hearings. These detailed the community service and other important work performed by the independent stations, outlined the history of broadcasting in Canada, showed the inequities and anomalies of the present radio structure, and urged the necessity for placing regulatory power in the hands of an impartial Commission or Board, rather than, as at present, in the hands of the Canadian Broadcasting Corporation which competes with the 119 non-government stations for audience and business.

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Subsequently, officials of the CAB followed the Royal Commission on its tour of cities in Western Canada, Ontario, and Quebec. During these hearings on tour, greater and more complete detail of the broadcasting picture was presented in briefs submitted by individual member stations. The same policy will be followed in connection with the Royal Commission's tour of cities in the Atlantic provinces during January of 1950.

Thereafter, the Canadian Association of Broadcasters will present a final summary brief to the Royal Commission at special sittings in Ottawa during April, 1950. This brief will outline a suggested pattern for Canadian broadcasting of the future.

Special speaking tours by officials of the Association brought the subject matter of the Commission's investigation to the attention of key clubs and groups, and organizations in various areas of Canada.

During most of the time that the Royal Commission was sitting during 1949, the Association was also confronted with the problem of the North American Regional Broadcasting Conference in Montreal. For the first time, the Association was permitted to have an observer present at this Conference. The Technical Committee, under chairmanship of Mr. George Chandler of Vancouver, engaged the services for this purpose of Mr. W. J. Bain, O.B.E., formerly of the Department of Transport. Mr. Chandler was also in attendance as a registered observer during key portions of the Conference. At the time the NARBAC recessed in December, no private station interest in Canada had been adversely affected.

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Several planned fields of expansion were temporarily halted, to permit almost complete concentration on the problems posed by NARBAC and the investigations of the Royal Commission.

The biggest news in Canadian radio in 1950 will be the issue of the Royal Commission's report, probably in midyear or later. Whether or not that report is implemented immediately by the Government, it will have a profound bearing on the future pattern of Canadian broadcasting, both in the sound and television fields. The Royal Commission investigation remains the biggest and most important job of the Canadian Association of Broadcasters; and its members are satisfied that their interests are being efficiently and fully protected.



FIBBER McGEE AND MOLLY

for

Johnson's Wax

NBC

Tuesday Evenings

NEW ERA OF ENTERTAINMENT—TV ADVANCES ARE NOTEWORTHY

by

BRIG. GENERAL DAVID SARNOFF

(*Continued from Page 41*)

have made possible a new instrument, called a "scintillation counter," which detects and measures atomic and nuclear radiation at a rate which the Geiger counter cannot attain.

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Color Television: While black-and-white television captured the public imagination in 1949, scientists and research experts kept their thoughts on the future. They demonstrated that television can "paint" pictures electronically in color. RCA Laboratories demonstrated a new all-electronic, high-definition color television system, completely compatible with present monochrome receivers. Scientists, broadcasters and radio manufacturers heralded this new system as an important and logical forward step. Its eventual introduction as a service to the public would not obsolete existing television receivers. Black-and-white sets would continue to receive color telecasts in monochrome, without the necessity for any changes in the receivers. Viewers who would want programs in color could attach a converter to their present sets, or use a color television receiver.

Much experimental work, as well as further engineering development and exploration of the radio spectrum, will be required before color television attains the present status of black-and-white. To this end, field tests of the new RCA color system are now under way in Washington, D. C. The preliminary results have been highly encouraging.

Notable progress is being made by RCA Laboratories in the development of a color picture reproducer of the single-tube type. Perfection of this color picture tube will greatly simplify television sets of the future, because in an electronic system it will replace the three tubes now necessary to reproduce the three primary colors and will make conversion of a black-and-white receiver for reception of color programs a relatively simple matter.

The Newest Phonograph: Television, however, is only one field in which the magic of electronics is being felt. In 1949, RCA Victor introduced a new and revolutionary system of recorded music, with the phonograph further electronized and embodying the fastest record-changer ever to be developed. This new and compact record-player operates at the speed of 45 revolutions per minute and achieves distortion-free quality in music picked up by a permanent sapphire point from vinyl plastic disks 6⅞ inches in diameter. This RCA achievement has modernized the phonograph and added greatly to its distinction as a musical instrument, winning acclaim of music lovers and music critics alike. As the year 1949 ended, RCA was producing the new records at the rate of 20,000,000 a year to meet the public demand.

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The Challenge to Advance: Like other new inventions, television and the 45-rpm Victrola phonograph have been challenged by those who resent change, by those who would impede or delay progress by clinging to the old. Nevertheless, the year's results confirmed commercially that the American public is eager to welcome improvements and advances. As with the electric light, the wireless, the automobile and the airplane, the public finally decided the fate of each. Lamp-makers cast dark glances at Edison's electric lamp, cables assailed wireless, cariage builders and blacksmiths frowned upon the automobile, the phonograph makers saw no future in radio, and the theatre belittled the movies. Now the motion pictures, theatres, and even radio itself are confronted with a new art created by science within their own fields. They must meet the challenging newcomer and advance with it or take their places in memory as old-fashioned things that constituted entertainment not so long ago.

Looking Ahead: On the threshold of 1950, the thoughts of those who would advance must be on the future, for modern science moves swiftly. To take one's eyes off the road and look back wistfully to the past, is to lose sight of the vast new opportunities ahead. RCA moves into the next 50 years determined to progress in service to the Nation and its people and to people everywhere. They will not only hear, but they will see the daily activities, the scenic surroundings and the achievements of each other, leading to the promise of greater understanding among nations.



EDGAR BERGEN WITH CHARLIE McCARTHY

CBS SUNDAY EVENINGS

FOR COCA-COLA



UPS AND DOWNS OF TELEVISION VIEWED BY TBA PRESIDENT

by
J. R. POPPELE
President
Television Broadcasters Association

NOW that the flood gates have been flung wide open and the torrent of television is gushing freely across the nation, whither is the TV industry drifting?

Television has hurdled its greatest obstacle—public acceptance. The enormity of demand for video receivers which marked the past year can be expected to increase as more cities throughout the country are supplied with a television service. Network expansion will certainly keep pace with the growth of regional service and better programming will follow in its wake.

History is repeating itself in television, since the concept of visual broadcasting parallels that of aural transmissions. The free enterprise system, bolstered by enthusiastic private capital, has proved its soundness once again. The American system of free television service has already copped first place as the best in the world.

Yet with all the progress achieved in a scant two years of expanding television service, the industry is beset with urgent problems which must be met with alacrity if a period of retrogression is not to set in.

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Stated briefly, these problems include: ending the paralyzing "freeze" on new station construction; resolving the issue of color television so that this service may be integrated into the present pattern of operations with the least possible displacement, and establishing stability within the industry itself by adjusting the economics of operations to permit a well-ordered growth.

Assuming all 13 are in full swing by the spring of 1950, further expansion of television service comes to a standstill. The "freeze" which went into effect in October, 1948, remains the single serious obstacle to the future of TV broadcasting in the U. S. For while the "freeze" remains in effect there is complete standstill of station activity, with its attendant effect on the manufacture of transmitters and the obvious slowing down in the manufacture of receivers. Furthermore, network expansion remains only regionally and the hope for coast-to-coast television flounders.

The impasse can be splintered through two courses of action: utilization of frequencies in the ultra high frequency region of the spectrum (which are basically unexplored and uncertain) or a reshuffling of assignments between the present channels six and seven (88 to 164 megacycles) to permit greater "elbow room" for TV broadcasting in the very high frequencies.

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Finally, the welfare of the broadcaster himself hangs in the balance. Stability at the economic level must be achieved on the basis of the industry's ability to pay. The past year has seen television grow from the so-called provincial stage to something resembling partial national service. The upsurge of TV activity has provided boundless employment opportunities. Zealous artisans and others whose services figure prominently in TV are beginning to make their presence felt in terms that at times defy logic.

In the long haul, all equitable demands can be met, provided an orderly growth of the industry is permitted. The prime factor in the immediate future is to build solidly—and sanely—toward that day when a full-fledged television service, offering a profitable return, can be achieved. Any other approach invites not only chaos but might spell ruination. This is one case where logic and reasonableness must dominate.

The television industry has survived many trials and discouragements over the years. It can and will be a vital force in our way of life—if given half a chance.



"Be Good To Yourself"

is the wish of

DON McNEILL

TOASTMASTER OF THE

Breakfast Club

17th YEAR

SPONSORED COAST TO COAST
MONDAY THROUGH FRIDAY

ABC, 8 to 9 a. m., C. S. T.

SWIFT - PHILCO - GEN. MILLS



RINGING THE CASH REGISTER BY ELECTRICAL TRANSCRIPTION

by
FREDERIC W. ZIV
President, Frederic W. Ziv Company

HOW far should the program producer go in helping the sponsor make sales?

During the fabulous 40's when sponsors seemed to have endless dollars to spend for advertising of all kinds, ringing the cash register seemed a lead-pipe cinch. But, these are the fighting 50's and advertisers are looking for sales plans calculated to keep sales and profits at a high level. It behooves the program producer to keep a sensitive finger on the pulse of the sponsor's sales.

So today, we find the program producer going all out in his effort to make his program ring the cash register for the sponsor. Perhaps one of the most interesting promotions designed by a program producer is the recent plan offered to retail advertisers who sponsor the across-the-board 15 minute show titled *Meet The Menjous*, starring Adolphe Menjou and his wife, Verree Teasdale Menjou. This famous Mr. & Mrs. team have built a tremendous audience for sponsors of this interesting Mr. & Mrs. show. And yet, a large audience is not enough. How to make that audience patronize the sponsor, that is the problem.

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Credit for the answer must go to Burger-Phillips Department Store in Birmingham, Alabama. This famous store, sponsors of the Mr. & Mrs. Menjou program, have launched a truly terrific promotion by calling their store *The Mr. & Mrs. Store*. Utilizing photographs and quotations over the signatures of Mr. & Mrs. Adolphe Menjou in their newspaper ads, in their store windows, in their floor displays, in their elevator cards, in their envelope stuffers —in fact, in every bit of promotion utilized by the store—Burger-Phillips has become Birmingham's *Mr. & Mrs. Store*, featuring "Everything for the Mr.—Everything for the Mrs."

So, we see a radio program that now makes the sponsor's newspaper ads more effective. That's a new thought, isn't it? A radio program designed to improve the store's newspaper advertising! A radio program designed to improve the store's windows! (Giant blow-ups of Adolphe Menjou in the newest apparel appear in Burger- Phillips' windows. Giant blow-ups of Verree Teasdale Menjou pointing out household appliances appear in Burger-Phillips' floor displays).

Thus, the producer of the *Meet the Menjous* program has not stopped by merely attracting a large radio audience. He has furnished the sponsor photographs of the stars, letters from the stars, blow-ups of the stars, and a complete retail promotion kit.

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How about the national sponsor? Today, many national sponsors are using television in major markets and are confining their radio efforts to non-network programs in selective markets. These national and regional advertisers, like the retail sponsors, want programs that will ring the cash register.

Thus, the producers of the *Cisco Kid* have not stopped with merely producing a great program that attracts a huge audience. They have gone all out in merchandising that program for the sponsor. *Cisco Kid* becomes not only a radio program, but a completely merchandised promotion destined to carry the sponsor's sales to ever-increasing heights.

How far should the program producer go in assisting the sponsor to achieve sales results? The answer is "All Out." The program which offers the sponsor the greatest merchandising opportunities usually is the program which rings the cash register most vehemently. Our firm, for one, will leave no stone unturned in designing merchandising slants to help the sponsor enjoy directly-traceable increased results from his radio program.



PATSY LEE

Singing star of

ABC's "Breakfast Club"

8:00 to 9:00 a.m., CST

Monday through Friday



RADIO EXECUTIVES CLUB REVIEWED BY PRESIDENT

by
JOHN KAROL
President, REC

A GROUP of time-buyers and time-salesmen, supplemented by a few others in the broadcasting business, met frequently for lunch back in 1939 and it was natural that someone suggest forming a club. Most informal in its inception, it called itself The Broadcasters Bull Sessions and its first stationery carried a bovine head as emblem. High in aspirations, earnest in purpose, and founded on close friendship and associations, from the first there was the important stipulation: don't use the club to sell your wares or your watts.

In 1941 it formalized its organization and chose the name Radio Executives Club, ran its membership to over 100, had guest speakers at its luncheons, and was on its way to its present approximately 1,000 members and the responsibilities of being a forum for industry discussions.

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The purposes as laid down in the constitution of the club best describe its activities: "1. To promote and encourage the intelligent use of radio broadcasting as a medium of advertising; 2. To create a lasting fraternity of persons engaged in radio broadcasting and its allied fields; 3. To provide a common meeting place for all members of the club and their guests; 4. To promote a better understanding among members of the problems confronting the radio industry; 5. To promote the proper dissemination of information pertaining to radio which may be of mutual interest and value to club members."

All the electronic mass communication systems are considered included in the generic word radio, by the REC, which has always accorded much time and attention to television, frequency modulation and other means of broadcasting.

Dramatic proof of this is the well remembered Television Seminar which the Club ran in the spring and summer of 1944. On sixteen successive Thursdays, in NBC studio 6-A several hundred members met to hear the leaders in the nascent branch of broadcasting, tell what was known, anticipated and crystal balled in television.

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Each year, the members of the Club devote time and energy to a growing Christmas party whose basic function is to raise money for selected charities. Some of these have included the Army and Navy Relief Associations, the New York Times Neediest Cases, The Herald Tribune Fresh Air Fund, the Hearst Milk Fund, the New York Boys' Club, the Veterans Guidance in advertising and selling, sponsored by the Advertising Club of New York, and establishing an emergency loan fund for students at the City College of New York.

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In 1949, the first REC year-book and membership roster appeared. Non-resident or associate members, most of whom attend meetings only at rare intervals, receive reports of each meeting, frequently including full transcripts of speeches given.

It is impossible to give credit to the many who have given their time and energy to the growth of the REC, who have made it a model for many similar groups in other cities, who have willingly served on the Advisory Council and the several necessary committees. Suffice to cite the fact that without this hearty co-operation of men and women in all phases of the industry, the club could not continue long. We are grateful too, for the standards and example set by the past president under whose leadership the REC has grown—the late Arthur Sinsheimer, John D. Hymes, Alman J. Taranton, Thomas H. Lynch, M. B. Grabhorn, Warren Jennings, Robert D. Swezey, William S. Hedges and Carl Haverlin.



JOHNNY DESMOND

"The G.I.'s Favorite Singer"

Singing Star of

"The Breakfast Club"

ABC — Monday through Friday
8:00 to 9:00 a.m., CST

"The Johnny Desmond Show"

for Ronson

ABC — Wednesday night
7:55 to 8:00 p.m.

M-G-M Recording Artist

Management
MCA



STORY OF RADIO PIONEERS IS HISTORY OF INDUSTRY

by
WILLIAM S. HEDGES
Retiring President, Radio Pioneers Club

IN the spring of 1942 someone discovered that H. V. Kaltenborn had been on the air for twenty years. There was something fascinating about the idea that a man could have rendered a service for twenty consecutive years in a medium which acknowledged November 2, 1920, as its birthday and as a result the inevitable happened. A dinner was given the Dean of American Commentators!

Hans Kaltenborn in a magnificent gesture of sharing his honors with others expressed the somewhat hesitant hope that perhaps there were others who had toiled in this new vineyard for a like period of time and therefore they, too, should be hailed as pioneers. During the next two or three years he found that his faint hopes were not only verified but that there were pioneers of even longer lineage than himself—that one of them—General David Sarnoff—who was thirteen years younger had served in broadcasting and its predecessor, wireless, for fifteen years longer.

This discovery was most fortunate because it gave the founder of the Radio Pioneers a tolerant view of the men and women who entered radio after the magic date of April 4, 1922 and he readily consented to the proposal that the organization maintain (until June 1951) the qualification of twenty years of service in radio for admission to the sacred portals of the Pioneers.

The rationalization in arriving at this conclusion was quite natural. Who would deny that Daniel Boone was a pioneer? Yet he didn't come over on the Mayflower; nor did he arrive with Captain John Smith but he did blaze a few trails and explore the wilderness. He, too, must be counted a pioneer.

The time requirement having been established the club got under way under the kindly ministrations of its founder, who paid all bills, published its yearbooks, arranged its annual banquets and extended (or withheld) the invitations for membership. This happy state of affairs continued until 1947 when the burdens of an increasing membership with its volume of correspondence and the multiplicity of "things to do" pointed to the necessity of sharing of those burdens by the formalization of the club with officers, committee chairmen and an executive committee.

Mark Woods, vice-chairman of the American Broadcasting Company was elected president of the reconstituted club. Next in office was Edgar Kobak, then president of the Mutual Broadcasting System, who headed the Pioneers during the 1948-49 term.

It has been my good fortune to have been elected president of the Radio Pioneers during a year when many men and women who have had exceptionally distinguished careers in radio have become eligible for membership in the Pioneers. Thanks to the tireless efforts of Carl Haverlin, president of BMI, who is chairman of the membership committee, these newly qualified men and women as well as others who either "hadn't gotten around to it" or who "hadn't been asked" have come into the organization in droves. It is confidently expected that the membership of the club will have doubled by the end of the present club year.

Membership in the Radio Pioneers sets a man or woman apart as one who has successfully met throughout at least two decades the tests of service in a new, growing, exciting industry. There is no short-cut to becoming a Pioneer. One can make the grade only through steady, consistent effort; giving something of himself day by day; adding to the immeasurably valuable service which radio has rendered to mankind during the past generation. In joining the Radio Pioneers one becomes a member of the most select group of individuals in the radio industry because each has met the test of time and each has contributed to industry progress.



BURR TILLSTROM

WITH

KUKLA, OLLIE and FRAN ALLISON

KUKLA, FRAN and OLLIE

Musical Director ..... JACK FASCINATO
Producer ..... BEULAH ZACHARY
Director ..... LEWIS GOMAVITZ

NBC TELEVISION NETWORK



COMMERCIAL VALUE OF NEWS STRESSED BY RADIO NEWSMEN

by
SIG MICKELSON
Past President of NARND

THE year 1949 will surely be recognized as one of radio's great years. In radio news there were no news stories to compare with the big breaks of the war years, nor was there anything particularly spectacular that occurred, but it was a year of steady and certain progress toward a common goal —better news for more listeners.

As 1950 opens, the list of stations employing competent news personnel to report, edit and broadcast their news is much larger than it was twelve months ago. News has established itself as a prime profit maker within the station's structure. And public acceptance is established beyond question.

As a new year opens, however, news as broadcast by radio stations still has a number of very obvious shortcomings. Before radio can take time to pat itself on the back, it needs to see to it that more trained personnel is employed to work at more radio stations; it needs to improve the competence of the personnel now working in news; it needs to build a common front against persons who refuse to open up their sources of news and against those who dry up the sources now open; it needs to build unified support for the maintenance and expansion of the concept of press freedom in the United States; and within its own organization it needs more understanding from management both of its profit making potentiality and its impact on listeners.

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The Association has made a particular point during the past year of emphasizing to the radio industry the profit-making capabilities of a sound news operation. It has been pointed out to management that not only do expenditures on thoroughly competent news departments return substantial dividends, but that in many cases the percentage of profits rises in direct proportion with the amount of money expended in the maintenance of the department.

In connection with its efforts to convince management of the financial wisdom of maintaining sound news operations, NARND has used the opportunity to point out the by-products of aggressive local news organization; by-products which include better community relations, prestige for the station and improved station morale.

Outside the structure of the station itself, NARND has carried on a concerted campaign to improve the quality of the raw material from which news broadcasts are built. A committee on press associations issued two reports during the year. Both of them critical analyses of the reports of the four press associations serving radio stations. The criticism was not entirely adverse. Praise was given where committee members thought it was deserved and likewise errors were pointed out where the committee felt it was necessary.

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The press asociations uniformly took the reports in good spirit and there has already been considerable evidence that the NARND criticisms were taken seriously and followed by steps to correct what NARND members described as faults.

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Plans for the Association's work during the 1950 year are elaborate. They include continued operations in the fields described above, as well as further efforts to achieve the basic objective of better and more profitable news in more radio stations. Execution of those plans is up to a new slate of officers headed by a very competent 1950 president, Jack Shelley of WHO, Des Moines.

The new officers inherit a legacy of good will and support from the NARND membership, from the press associations, the trade press and scores of station managers. It looks now as if 1950 should be a better year than 1949.



SMILIN'
ED McCONNELL

BROWN SHOE COMPANY

8th Year

NBC

MANTLE LAMP COMPANY

24th Year

ABC

28th Radio Anniversary

May 30th, 1950



TV PRODUCTION SOARING —RECORD YEAR FORECAST FOR '50

by
FRANK M. FOLSOM
President, Radio Corporation of America

THE spectacular rise of television is without precedent in America's industrial history and the resulting effects on the national economy already are far-reaching. After only three years of production the relatively new industry is consuming vast amounts of raw materials, and tens of thousands of workers are finding employment in converting these materials into television set components and sub-assemblies.

To much the same degree, the social implications of television's wide acceptance already are becoming apparent. There is evidence to show that television is becoming an influential factor in establishing closer family relationships. Moreover, people have an innate desire to see, as well as hear subjects of entertainment, education and news, and television comes closer than any other medium to fulfilling this basic human want.

The reasons for the public's enthusiastic and wholehearted acceptance of television as a fundamental addition to home life are clear:

1. High standards of performance and value adhered to by most manufacturers in the television industry.
2. Rapid increase in the number, variety, and quality of television programs.

The outlook for television in 1950 is exceptionally good. The industry may be expected to produce and sell between 3,500,000 and 4,000,000 video receivers, bringing the total number of sets in use by the beginning of 1951 to more than 7,000,000. The potential television audience will then number at least 25,000,000 persons.

To achieve new production records in 1950, industry reports indicate that capacity will be increased by nearly 50 per cent. This will be accomplished through the addition of new manufacturing facilities. The only limiting factor that can be foreseen at this time will be, as it was in 1949, the ability of component parts manufacturers to keep pace with demand.

Telecasters, stimulated by the public's keen interest, stepped up the number and quality of programs in 1949. Improvements were made and new ideas were tried out. During the evening, the viewing audiences, especially in New York where seven stations are on the air, are finding it increasingly difficult to choose between the many fine programs being offered. As a result, the demands on artists and performers of all types are increasing. This condition is certain to bring about better programs, greater variety, and higher levels of entertainment.

While the progress of television held the spotlight during the past year, sound broadcasting steadily advanced. Far from being doomed—as some pessimists predicted — broadcasting continued to function as the greatest single medium of mass communication available to the American people. Reflecting the soundness of its position is the fact that the radio industry expects to produce and sell between 8,000,000 and 10,000,000 radio receivers during 1950. Moreover, there is every reason to believe that there will be a market for 6,000,000 to 8,000,000 radio sets a year for an indefinite period in the future.

In the phonograph field, the outstanding even of 1949 was RCA Victor's introduction of the revolutionary new 45-rpm system of recorded music. As more and more people became acquainted with the quality, convenience, and economy of this new system, its public acceptance soared. In October, only seven months after the "45" was introduced, the new records were being produced and sold at the rate of 20,000,000 a year and the new record players at the rate of 65,000 a month.

The progress of the 45-rpm system provides ample justification for the prediction that it will be the standard of the industry within five years.



JO STAFFORD

Management:
MICHAEL NIDORF

Direction:
GENERAL ARTISTS CORP.

CAPITOL RECORDS



FRANCE AND WORLD-WIDE RADIO; A PLAN FOR TODAY AND TOMORROW

by
SHELLEY DOBBINS
Director of Public Relations for the French Broadcasting System of North America

ALTHOUGH there was no great celebration, the 20th of August last year was a very important day to the people of France .It was the fifth anniversary of the Liberation of French Radio—an exciting, yet little known story outside of France.

It was less than a week before the Liberation of Paris in 1944, that a group of men from the French Resistance stole into a studio of the Vichy Radio Building and electrified the French radio audience with, "This is the voice of Free French Radio!" They had heard the voice of Pierre Crenesse, one of the most famous in France. With Nazi guns and tanks all around them they held that studio. That night Crenesse issued a call to arms. Telling them of the struggle yet to come, he asked his listeners to continue their great sacrifices until final victory.

After Liberation, France began to compute the cost of victory. Radio, a war essential, had been completely destroyed by the fleeing Germans as well as by the advancing Allied Forces. But before the last German had been rounded up, skeleton crews of engineers were out in the field repairing transmitters. Indoors, plans were under way to create an International Exchange Bureau to re-establish contact with the more than 30 nations formerly receiving short-wave transmissions before June of 1940. Today, French Radio has not only been completely re-built but contains all the latest equipment. And French Television promises to take its place among the finest in the world. At the head of the International Exchange Bureau is Jacques Manachem, whose weekly programs from Paris are now broadcast in 25 languages. To Manachem and Wladimir Porché, Director of all Radio in France—and one of the most capable in radio circles— the four years of occupation proved conclusively the necessity of radio.

The greatest help in the field of International Radio came from America, which at the same time presented Radio Diffusion Francaise (R D F) with its greatest challenge. To bring to 100 million listeners programs of high calibre and still increase understanding between the United States and France. In 1948, the position of Director of the French Broadcasting System in North America was taken over by Pierre Crenesse, who had rallied his countrymen to greater action during the last days of struggle. Less than 30 years of age Crenesse continued and expanded RDF's international plans and the challenge has been met successfully with the following five weekly shows transcribed in Paris: *Songs of France; Gai Paris; Five Centuries of French Music; French in the Air;* and *Bonjour Mesdames.*

Latest step in RDF planning is the creation by Crenesse of the symbolic International Goodwill Network, linking all of the 220 stations carrying RDF programs. It aim: To promote better understanding by overcoming the language barriers, which to date no one has ever really tackled. Member stations have been preparing programs in French, telling about their section of America—their farmers, factory workers, students, even the type of music preferred. At the last counting over 220 radio stations have availed themselves of these non-commercial programs in 41 states, Alaska, Canada, Panama, Puerto Rico, Hawaii, and the Philippines.

France has learned the truth the hard way. There can be no peace without real understanding and no real cooperation without mutual regard. The French have had to learn the meaning of Free Radio by existing without it for four years. To keep it from happening again, they have put their faith in the power of Internationl Radio to help forge an international and a lasting Peace.

The People who live in the Burns house . . .



GEORGE and GRACIE

Now on C.B.S.

FOR

Amm-i-dent Tooth Paste

Wednesday Nights



LATIN AMERICAN RADIO FOLLOWS U. S. TRENDS

by

CARLOS GUTIERREZ RIANO

Radio Coordinator, McCann-Erickson, N. Y., Foreign Department

PERHAPS the most important single factor in Latin American radio is the fact that it closely follows almost all the trends that predominate this country's radio thinking as each new phase comes along. Ample proof of this fact is evident at this very moment. For give-away shows and all kinds of audience participation shows are enjoying ever-increasing popularity in Latin America. Unlike this country, this type of show has not reached the peak of its popularity in Latin America which shows that Latin American radio does follow our radio; but that there is a slight time lapse each time.

The actual time at which the upsurge of give-aways came about in Latin America can be very definitely pinpointed to a certain time period. This time period was when "Stop The Music" and other shows of its type became so tremendously popular. Naturally enough, reverberations of this event reached into radio circles in Latin America and thus the give-away programs in those countries greatly increased in number.

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In this way, American trends influence Latin American radio thinking. Coinciding with the give-away craze, Latin American radio has taken up all kinds of audience participation radio and is doing scores of locations shows. On this type of show, they have found that they can merchandise and actually sample the sponsor's products over the air by trying out sampling ideas with their audience. This kind of showmanship is particularly suitable to Latin America, for, as a general rule, people in those countries will gather in great crowds to hear any show that is presented.

Another outgrowth of stimulating American radio in Latin America is shown in the preponderance of soap operas. When the day time serials took such a firm hold on the American public, Latin American radio executives immediately began programming shows of a like nature in their countries. At first they ran translations of soap operas as written in America, but soon found out that locally-written shows were received far better by the public. And they also found out that Latin American listeners wanted each story to finish in a 13-week cycle if possible. Day time serials seldom run for scores of weeks without a final ending as they do in this country. Half-hour dramatic shows similar to the ones in this country are very popular with listeners too. However, the general content of all these dramatic shows is usually much heavier and more dramatic than our domestic brand of drama. And "soap operas" are scheduled mostly in the evening—not in the early afternoon.

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Thus it is easy to see that Latin American radio almost always follows the major trends of American radio, which leads us to the latest trend in the radio industry—television. Like many other countries, the countries in Latin America are preparing for television, but it will be some time before television is actually an active factor. The only active step in this direction up till now has been made by Dr. Assis Chateubriand of Brazil, who owns a chain of newspapers and several radio station. He has just bought a television station for Sao Paulo which will go into operation in October 1950.

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Only in the future will we know whether Latin American television programming will follow American trends as much as it has done in radio.

One final observation can be made, however, on this whole subject. Radio listening is much more a part of a way of living in Latin America than in other foreign countries—certainly much more than in Western Europe and The United Kingdom where people can take radio or leave it. The Latin American can't get along without his radio.



The

PHIL HARRIS ALICE FAYE SHOW

Presented by Rexall

Sunday Afternoons
N.B.C.

7:30 P. M. E.S.T. 4:30 P. M. P.S.T.



MEXICAN ET NETWORK SERVES 88 STATIONS

by
CLEMENTE SERNA MARTINEZ
President of Radio Programas De Mexico, S.A.

ON our ninth year in business I think we have the right to be proud of our Transcription Service. Here is the story of how it works.

Our sales force keeps in touch with all live program sponsors in both maior stations XEW and XEQ in Mexico City. These sponsors are our natural field for good programs to be transcribed and broadcasted, later on, in some or all of our chain stations.

Other way around is to buy transcribed serials from Arte Radiofónico de México, S. A. This company has a fine production unit. If necessary, we can produce our own serials, whether musical or dramatic, but in all cases programs cannot be used outside of our chain. In all respects our policy is very sound; do not produce for any sponsor whose account is in the hands of any recognized Advertising Agency. When we do originate lone or serial programs we hire an independent producer.

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For the recording process we have a good number of permanently leased telephone lines which link XEW and XEQ with our studio and lab. These lines are constantly tested and adjusted to insure high fidelity transcriptions.

Within our premises we have a studio where we can record with orchestras not above 14 men, or small dramatic casts. Our recording room is equipped with a number of machines which can be used simultaneously if so desired. We keep more machines in a special studio at XEW for emergency cases.

Copy making and close checking of each copy is routine work but we are very careful to see that each copy has an A-1 standard. We do not allow for flaws of any kind whether technical or artistic. When our inspectors find any flaw, retakes are ordered. Not a single record leaves our shipping room without a final O. K.

After each record has been approved by our Control Department it goes to the Shipping Room where it is labeled. Together with the record, our Transcription Department hands to the shipping room a shipping order with the following detail: name of the serial, number of each shipping box. destination and means of transportation to be employed. As soon as the shipping takes place this order returns to the Program Department for registration and file.

o

Altogether we can say that our Transcription Service which covers, through different routes, all of the 88 stations in our chain, is satisfactory to all concerned. Of course, delays are unavoidable but very few. Breakage is negligible because we have developed a breakproof box and packing.

•

Year after year we have increased our transcription sales. Up to this date our 1949 sales, as compared to 1948, show an increase of 30.8 per cent. However, this Transcription Service represents only one section of our total business. Another one is our telephone network. This telephone network has a regular coverage of not less than 21 important cities in the country. Live sponsored programs originated either in XEW and XEQ are thus carried through telephone lines to all towns where we have affiliated stations and wire service is available.

•

Our present schedule runs to an average of three hours a day. All of our regular telephone network programs are night time broadcasts, sponsored by advertisers of goods or services with a nation wide distribution.

As commercial representatives of the 88 stations, which are scattered all over the country, we handle a large volume of national and international "spot" business. All and all our yearly volume of sales run up to $5,000,000.00 pesos.



WILLIAM BOYD

"Hoppy"

UNITED NATIONS EXPANDING ITS BROADCASTING ACTIVITIES

by

DOROTHY LEWIS

(*Continued from Page* 43)

its TV operation with a regular series—"U. N. Case Book"—over CBS-TV. Later in the spring, during the special session of the General Assembly, a pool operation was established in cooperation with NBC and CBS TV networks. U. N. television coverage reached an all time high on U. N. Day, October 24th, when not only all TV network outlets released the Cornerstone Ceremony program, but each TV station received special slides for station breaks and kinescopes of the event sent to all member states. The inauguration of daily coverage on a commercial basis climaxed the year's growing utilization of this new medium. The Ford Motor Company sponsored this series as a public service. Thus it was possible to feature 3 hours daily coverage of General Assembly proceedings.

•

UNITED NATIONS DAY: United Nations Day, October 24th, afforded broadcasters everywhere, and particularly in the United States, a unique opportunity for all-out cooperation and an estimated 100,000,000 listeners were reached. The U. N. Day National Citizens' Committee's Radio Sub-Committee—under Mr. Robert K. Richards' (N.A.B.) chairmanship—mobilized the entire industry with the assistance of the Advertising Council's allocation plan and script kit, BMI and other groups. Through the generous cooperation of RCS, transcriptions of "The Birthday Story" (narrated by Ronald Colman and featuring top U. N. personalities) produced by United Nations Radio were released to 1,800 U. S. stations and a special version shipped to all English-speaking countries.

SCROLLS TO NETWORK FOR PEACE STATIONS: To pay tribute to American broadcasters for their continuing support, Mr. Benjamin A. Cohen, Assistant Secretary-General, entertained industry leaders at a luncheon on November 16th where scrolls were presented.

•

Supplementary Services included during 1949—"U. N. CALLING YOU"—is the educational script service used by 250 U. S. educational stations and school services; "U. N. WOMEN BROADCASTERS BULLETIN"—now in its third year and issued monthly to 2000 women broadcasters and lay leaders throughout the world—is written by official U. N. "Observers" and edited by a committee of key women broadcasters; "LITTLE SONGS ABOUT U. N."—are transcribed one minute folksongs or jingles that tell about the United Nations through song; QUARTERLY BOOKLET:—United Nations Radio issues a colorful booklet to U. S. listeners, giving program listings, schedules, and generously illustrated.

UNITED NATIONS RADIO DIVISION

LAKE SUCCESS

Fieldstone 7-1100, Ext. 8364

OFFICERS

Benjamin Cohen ..... **Asst. Sec. Gen., Dept. of Public Information**
Tor Gjesdal ..... **Director, Department of Public Information**
Peter Aylen ..... **Director, Radio Division**
Carlos Garcia Palacios ..... **Deputy Director, Radio Division**
W. Gibson Parker ..... **Chief of Production**
Norman Corwin ..... **Supervisor of Special Projects**
Arthur E. Barrett ..... **Senior Broadcast Engineer**

REGIONAL SUPERVISORS

Hugh Williams ..... **European and Middle East Services**
Eugenio A. Soler ..... **Latin American Services**
Mike Peng ..... **Trans-Pacific Services**
Gerald Kean ..... **English Language Services**
Dorothy Lewis ..... **U. S. Station Relations**
Caesar Ortiz ..... **Supervisor, Radio Reports Desk**



WALTER O'KEEFE

star of

"DOUBLE OR NOTHING"

NBC NETWORK
11:00 AM PST

MONDAY THRU FRIDAY
2:00 PM EST



EQUIPMENT MANUFACTURER —COMMENTS ON TV FREEZE

by
H. E. TAYLOR, JR.
Manager, Television Transmitter Division
Allen B. Du Mont Laboratories, Inc.

THE Television Industry has just completed a phenomenal year. According to our best informants, it's now a billion dollar industry—a major factor in our national economy. Over three and one-half million television sets have been produced as we enter 1950. Over two and one-half million of these sets were produced in 1949 alone. Today, 98 TV broadcast stations provide program service to over twenty million families in sixty cities. Advertisers have taken to telecasting in steadily increasing numbers and with greatly expanded advertising budgets to assure full network coverage. Smaller TV stations have gone from the red into the black, while the larger stations are beginning to see the end of the dark days. Newspaper lineage has benefited from TV, as have many sports and businesses. Yes, the effects of television have been far-reaching in this phenomenal year just closed.

Which brings this discussion around to you, and poses the significant question: Where do you fit in with this picture, Mr. Broadcaster? If you are not one of the fortunate 98 on-the-air telecasters, or the dozen or more CP holders, very frankly, you don't fit in with the picture. Equally frankly but constructively stated, you've been left at the post—a victim of political fumbling spear-headed by publicity-seeking "do-gooders" who are unconsciously, perhaps, but nevertheless placing barrier after barrier in the path of the one bright and new and oh-so-promising communications medium that can increase public service and the American standard of living.

•

Fifteen months ago this January, 1950, the Federal Communications Commission announced a "freeze" on the construction of television broadcasting stations for the purpose of reviewing present channel allocations and furthermore to consider the use of UHF frequencies to expand TV service to all cities and areas of the country. We were all assured that the "freeze" action was temporary and would be lifted in about six months.

That was fifteen months ago this January, 1950! For fifteen long and precious months you've been forced to sit and watch television pass you by. Some of you have seen your more fortunate competitor inaugurate his TV service—perhaps initially laughed at his troubles and programming attempts—and then realized that he had a year's head start on you—was grabbing off the best network shows—was training your audience to watch his station—and had the significant advantage of having antennas "beamed" on his signal. Yes, the "do-gooder" was helping him to create a monopoly and beat you out!

•

TV is your big decision for 1950, Mr. Broadcaster. If the F.C.C. and the "do-gooders" within and without the Commission continue on their present course, you won't have television in 1950, or perhaps 1951. The public you serve will be denied a competitive service, or in most cases, will receive no service at all. It's up to you to protect the public you serve, protect your investment, and to protect your future in the broadcasting field. It's up to you to help those who know, advance and expand our national television service.

The Television Broadcast Industry can ill afford another "Clear Channel" situation, particularly with a ban on construction. You as a broadcaster can ill afford competitive monopoly, fostered by misguided "do-gooders." You can ill afford to sit by and not pitch in to bring the "freeze" to a sensible and early conclusion. You, have much at stake—have, indeed, a great deal to lose—if you do not take the necessary steps to assure the continuing growth of television. It's your future. TV or NO TV, *it's up to you!* Such is the big question that must be answered in 1950.

No. 1 Folk Recording Artist



JIMMY WAKELY

JUST FINISHED
FOX THEATRE, DETROIT

THUNDERBIRD HOTEL
LAS VEGAS, NEV.

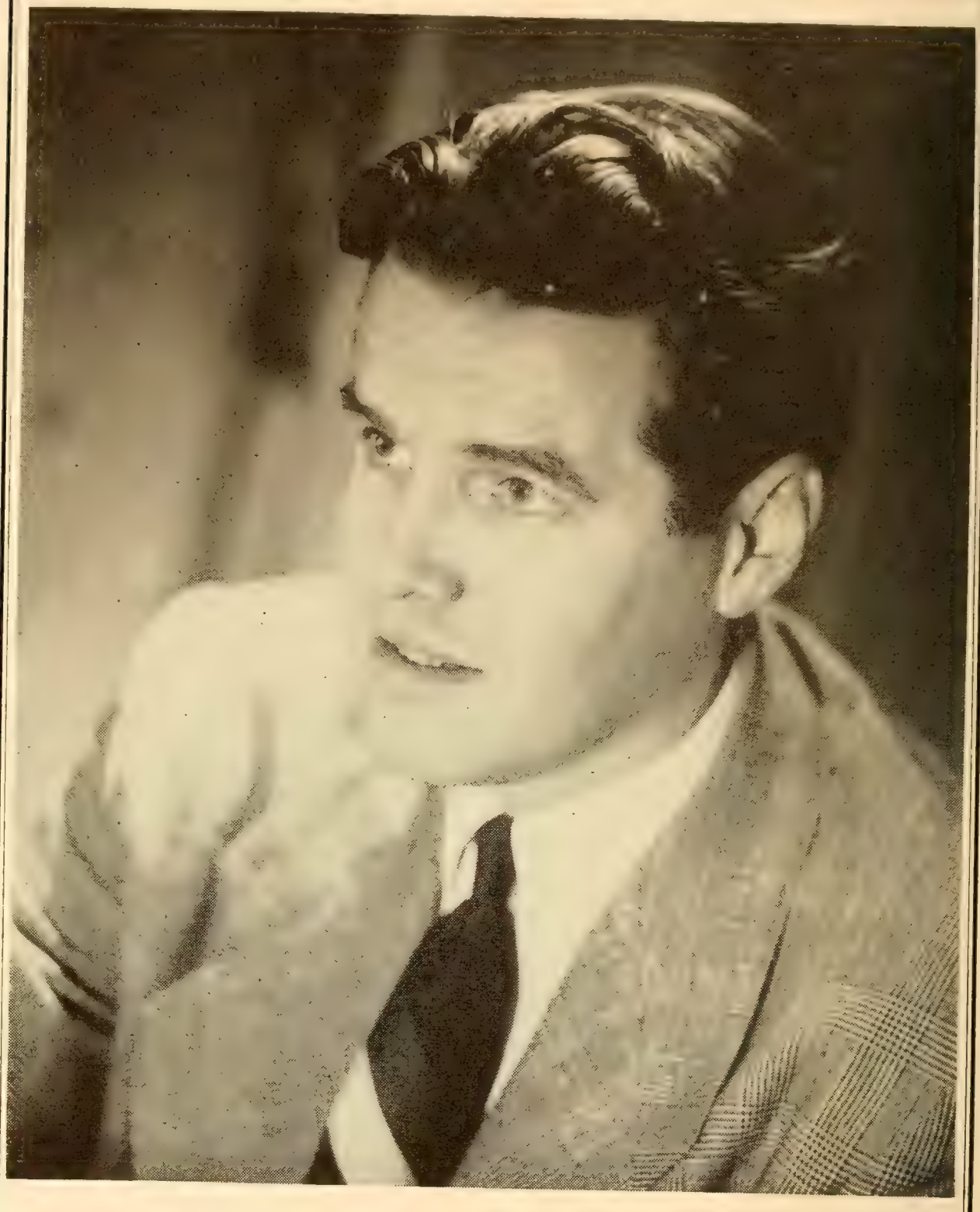
EXCLUSIVE
Capitol RECORDS

PERSONAL MGR.
CHARLES WICK

1941—GROWTH OF STATIONS—1949

AM Outlets as of:	*Licenses*	*Construction Permits*	*Special Broadcast Stations*	*Total*
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918
January 1943	910	7	—	917
February 1943	910	6	—	916
March 1943	909	5	—	914
April 1943	911	2	—	913
May 1943	911	2	—	913
June 1943	911	1	—	912
July 1943	911	1	—	912
August 1943	911	2	—	913
September 1943	911	2	—	913
October 1943	911	2	—	913
November 1943	911	2	—	913
December 1943	910	2	—	912
January 1944	910	2	—	912
January 1945	919	24	—	943
December 1945	1003	24	—	1027
December 1946	1062	464	—	1526
December 1947	1522	446	—	1968
December 1948	1867	260	—	2127
DECEMBER 1949	**2086**	**148**	—	**2234**

** This Figure includes 5 Special Broadcast Stations.



JACK SMITH

THE OXYDOL SHOW
CBS
7:15 P.M. — EST
8:15 P.M. — PST

Capitol RECORDS



LIBRARY SERVICE EXPANDING AS ALL-AROUND STATION SERVICE

by
ROBERT W. FRIEDHEIM
Sales Manager, World Broadcasting System

SINCE the spring of 1949, radio stations across the country have witnessed revolutionary changes in the old concept of transcription library services. In response to the changing demands of today's economy and changing conditions in station operations at the local level, the transcription program service library has assumed a larger share of responsibility for productive, revenue building programs, a wider variety of special services, a greater contribution to the solution of many problems challenging broadcasters.

World Broadcasting System, notable leaders in the improvement of transcription materials since the early '30s, has accepted this challenge and launched a dynamic program of vital improvements in the library service field which are being enthusiastically welcomed by a rapidly expanding list of stations.

•

No longer do stations look upon their library service only as a source of basic musical material. Today, sparked by the series of important innovations launched by World, station managers are demanding that this library service become an all-around station service. It must hit hard and continuously as a commercial program service to produce sales at the local level. It must brighten up the station schedule and enhance local program production with startling new production aids. It must make a major contribution not only to sales and program departments but also to the continuity staff, to the sales promotion department and publicity.

The library service today must make money for its stations through sales and save money in operating costs.

•

World has attacked the first problem vigorously with a steady parade of new show ideas and service features—bringing to a transcription library for the first time carefully planned, comprehensive program properties. These are illustrated by outstanding star personality programs like the *Dick Haymes Show*, notable musical variety shows like the *Lyn Murray Show*, shows designed to develop local personalities and artists such as the five-a-week daytime woman's program, *Homemaker Harmonies*.

•

In this new concept, transcription library producers can not limit themselves to a single approach to the sales problem. World recognized that programs alone are not the answer to sales and survival at the local station level. Stations must be helped by their library service to attract more participating sponsors, more advertisers seeking special service tie-ins, more revenue from spot announcements. Above all, stations must be supplied the materials for signing long term contracts to satisfy advertisers who recognize that pentration is achieved only through continuity of effort whether through programs, announcements, participation or service features.

•

For the first time in library history, World invaded all of these local revenue fields with fresh new ideas to stimulate sales. Programs like *Homemaker Harmonies* devoted to women's service were created to provide logical vehicles to advertisers in the fashion. food, beauty and homemaking fields. Special material was designed to make local service features like time signals and weather reports more salable and more productive. Attention-commanding devices were produced to sell long term announcement contracts to a wide variety of local advertisers.

•

Success of this new concept that a libary service must make money for its stations in as many phases of operation as possible is demonstrated by the rising tide of sales reports from hundreds of stations sweeping back to World through its commercial department.



J. CARROLL NAISH

CBS — William Wrigley, Jr. Co.

"LIFE WITH LUIGI"

6:00 P.M., PST 9:00 P.M., EST



COMMERCIAL RADIO EXPANDING IN THE CARIBBEAN AREA

by
TOMAS MUNIZ
President, Puerto Rican Broadcasters Association

SOMEWHERE in the overcrowded island of Puerto Rico there may be a person who doesn't listen to radio every day, but it is a highly improbable possibility. The two million inhabitants of this insular territory of the United States are perhaps the most avid radio fans in the world. Exact statistics are unavailable but a casual "paseo" along city streets or an excusion up mountain sides or country lanes, will convince any observer that everyone in Puerto Rico listens to radio.

It is not that radio is new to Puerto Ricans, as a matter of fact Puerto Rico had one of the first broadcasting stations in the world with the establishment of WKAQ in San Juan in 1922, when only four other commercial stations were operating in the entire world. By 1946 there were eight stations on the island; in 1947 the number increased to seventeen. There are twenty-two operating in 1949.

The listening habits of Puerto Ricans are not difficult to analize, especially during the baseball season. In this baseball-mad island, the play by play broadcasts of the games are listening musts.

After baseball the most popular form of entertainment is the soap opera. The soap opera has been lifted to a degree of eminence that puts it in the unique position of commanding the number one position in the night programming of most stations. Soap operas in Puerto Rico go on in the evening hours, between six and nine P.M. which is the "A" plus time.

Musical programs with popular orchestras and singers, quiz shows, newscasts and classic music, would follow roughly in that order in an analysis of listening habits.

The links that join Puerto Rican broadcasters to continental stations are strong. Three of the local stations are affiliated with the large United States networks, although language difficulties make it difficult for them to carry continental programs. Ninety per cent of the programming in Puerto Rico is in Spanish, and most English programs are transcribed rebroadcasts of top American shows, carried by AFRS for the Army and Navy personnel, with no commercial announcements.

Many stations in Puerto Rico are members of NAB and the Puerto Rican Broadcasters Association is a member of AIR, the large Inter-American Radio Association which was founded in 1946, with the collaboration of NAB to establish closer links between the broadcasters of the 21 American Republics. In this work, Puerto Rico, privileged to have free radio, and standing half way between the two American continents, has been able to play a prominent part as a Spanish-speaking representative of the American system of broadcasting. The rights of private broadcasting have been jealously guarded by the men who run the island stations, and the insular government has followed a policy of non-interference.

Spanish speaking American broadcasters have come to stay in Puerto Rico. Men like Buck Canel who was NBC's director of programs for Latin America, Ary Moll who produced shows in NBC for its short wave department and others who had continental, Cuban and Mexican experience, have helped to bring Puerto Rican radio to its present standard of excellence.

Although most top stations in Puerto Rico have a crowded commercial schedule, a good percentage of time is devoted to public interest programs. All recognized religious groups who so request it can have time. Many hours a week are devoted to programs of public health and other educational activities and all stations work in close harmony in this direction with the Insular Government Departments.



TED DALE

Radio Daily's Almanac of Holidays and Special Events

1950

January

1: New Year's Day (In all States, Territories, District of Columbia and Possessions).
Paul Revere Born (1735).
Proclamation of Emancipation (1863).
Blue Network organized (1927).

2: Georgia Admitted (1788).

3: Battle of Princeton (1777).
William S. Paley is elected president of CBS (1929).

4: Utah Admitted (1896).

5: Stephen Decatur Born (1779).
George Washington Carver Died (1943).
Week of Prayer, first week in January.

6: Carl Sandburg Born (1878).
New Mexico Admitted (1912).

7: Millard Fillmore, 13th President Born (1800).
Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).

8: Anniversary of the Battle of New Orleans (Louisiana).
Battle of New Orleans (1815) Holiday in Louisiana.

9: Connecticut Ratified the U. S. Constitution (1788).
Connecticut Admitted (1788).

10: Ethan Allen Born (1737).

11: Alexander Hamilton Born (1757).

12: John Singer Sargent Born (1856).

13: Salmon Portland Chase Born (1808).

14: First Written Constitution Adopted at Hartford, Conn. (1639).

15: Mathew B. Brady Died (1896).

17: Benjamin Franklin Born (1706).
Feast of St. Anthony.

18: Daniel Webster Born (1782).

19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
Edgar Allen Poe Born (1809).

20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.

21: Foundation Day. In the Canal Zone.
Thomas Jonathan (Stonewall) Jackson Born (1824).

23: S. S. Republic collides with S. S. Florida off N. Y. harbor and flashes CQD signal, summoning rescuers proving value of Marconi apparatus in time of disaster at sea (1909).

24: Gold discovered in Calif. (1848).

25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack, 1676).
Scotch Poet Robert Burns Born (1759).

26: Michigan Admitted (1837).
General Douglas MacArthur Born (1880).
First A.E.F. landed in Ireland (1942).
Australia Day. Public Holiday in Australia.
FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).

27: Wolfgang Amadeus Mozart Born (1756).
Lewis Carroll, pen name of Charles Lutwidge Dodgson Born (1832).

28: Thomas Edison granted patent on his incandescent light (1880).

29: William McKinley Born (1843).
Kansas Admitted (1861).

30: Franklin D. Roosevelt Born (1882).

31: Franz Schubert Born (1797).
Child Labor Day. Last Sunday in Jan., also the Saturday preceding and the Monday following.

February

1: Victor Herbert Born (1859).
Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790).
CQD is adopted as wireless distress call by Marconi Co. (1904).

2: Fritz Kreisler Born (1875).
Ground Hog Day.
Candlemas.
Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).

3: Horace Greeley Born (1811).



ROY ROGERS

"King of the Cowboys"

AND TRIGGER

"Smartest Horse in the Movies"

Radio—Sponsored by Quaker Oats 531 stations Mutual Broadcasting System

Records—RCA VICTOR

Pictures—Republic 12th Year

Commercial Tie-ups
ROHR COMPANY
Beverly Hills

Exclusive Management
ART RUSH, Inc.
HOLLYWOOD

Press Contact
AL RACKIN
Hollywood

4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai).
Charles Augustus Lindbergh Born (1902).

6: Massachusetts Admitted (1788).
Aaron Burr Born (1756).
American Forces Recapture Manila from Japs.

7: Charles Dickens Born (1812).

8: Boy Scout Day.

9: William Henry Harrison 9th President Born (1773).
Nebraska Admitted (1867).

10: Peace Treaty Signed With Spain Ending Spanish-American War (1899).

11: Thomas A. Edison Born (1847).
Daniel Boone Born (1734).

12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.

14: Valentine's Day.
Arizona Admitted (1912).
Oregon Admitted (1859).

15: Destruction of the Maine (1898).
Constitution Day. In the Canal Zone.
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.

16: Katharine Cornell Born (1898).

18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).

19: Ohio Admitted (1803).
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
Phonograph Patented by Edison (1878).

20: U. S. purchased the Danish West Indies (1917).

21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.
Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.

22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).
Washington's Birthday. (All the States, Territories, District of Columbia and Colonial Possessions).
James Russell Lowell Born (1819).

23: Johannes Gutenberg Died (1468).
President Calvin Coolidge signs Dill-White Radio Bill, creating Federal Radio Commission and ending chaos caused by industry's wild growth (1926).

25: Enrico Caruso Born (1873).
John Adams appointed first Minister of U. S. to England (1785).

26: William F. Cody (Buffalo Bill) Born (1846).

27: Henry Wadsworth Longfellow Born (1820).

29: Leap Year. The name given to every year of 366 days.

March

1: Nebraska Admitted (1867).

2: Texas Independence Day.

3: Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).
Alexander Graham Bell Born (1842).

4: Pennsylvania Day.
Vermont Admitted.

5: Boston Massacre (1770).

6: Fall of the Alamo (1836).

7: Luther Burbank Born (1849).
Maurice Ravel Born (1875).
Patent granted to Alexander Graham Bell for first telephone (1876).

8: Oliver Wendell Holmes, Jr. Born (1841).

9: Battle of the "Monitor and Merrimac" off Hampton Roads, Va. (1862).
Edwin Forrest Born (1806).

10: Lillian D. Wald Born (1867).

11: Johnny Appleseed, properly John Chapman Died (1847).
The great blizzard in New York City and New England States (1888).

12: U. S. Post Office established by act of Congress (1789).
Girl Scout Day.

13: Standard Time established in U. S. (1884).

14: Albert Einstein Born (1879).
First Trans-Atlantic radio broadcast (1925).

15: Maine Admitted (1820).
Andrew Jackson Born (1767).

16: James Madison Born (1751).
U. S. Military Academy established at West Point by act of Congress (1802).

17: Saint Patrick's Day.
Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.

18: Fast of Esther.
Grover Cleveland Born (1837).

19: William Jennings Bryan Born (1860).

21: First Day of Spring.

22: Emancipation Day (Puerto Rico).

23: Patrick Henry delivered his famous speech (1775).

AL JOLSON

25: The Annunciation or Lady Day.
Arturo Toscanini Born (1867).
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).
Maryland Day.
27: President Washington signed the act creating the U. S. Navy (1794).
Marconi flashes first wireless signals across English Channel (1899).
29: John Tyler Born (1790).
30: Seward Day. Alaska (Not observed by Federal Employees).
31: Transfer Day. In the Virgin Islands.

April

1: All Fools' Day.
2: Sergei Rachmaninoff Born (1873).
U. S. Mint established (1792).
3: First Pony Express riders left Sacramento to ride East and St. Joseph, Mo. to ride West.
Washington Irving Born (1783).
4: Adoption of the present American Flag's design (1818).
5: Elihu Yale Born (1648).
6: Army Day. Observed in New York and some other States by a display of flags and military parades.
Easter Sunday (1947).
7: Peary Discovered North Pole (1909).
Metropolitan Opera House Opened in New York (1830).
Louisiana Admitted (1812).
Bell Telephone Laboratories demonstrates wire television between Washington and New York, and radiovision between Whippany, N. J., and New York (1927).
8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
9: Surrender of General Lee (1865).
Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).
10: Salvation Army Founder's Day.
William Booth Born (1829).
Joseph Pulitzer Born (1847).
U. S. Patent System established by Congress (1790).
National Be Kind to Animals Week falls about this date.
11: Charles Evans Hughes Born (1862).
12: Franklin Delano Roosevelt Died (1945).
Halifax Independence Resolution (North Carolina).
13: Thomas Jefferson Born (1743).
14: Pan American Day.
S. S. Titanic disaster at sea proves value of wireless (1912).
15: Abraham Lincoln Assassinated (1865).
16: Charles Spencer Chaplin Born (1889).
17: Charter granted American Academy of Arts and Letters (1916).
18: San Francisco Fire (1906).
19: Patriots' Day. (Maine, Massachusetts).
20: Adolph Hitler Born (1889).
21: Easter Sunday (1946).
Anniversary of Battle of San Jacinto (Texas).
22: Arbor Day (Nebraska).
William Shakespeare Born (1564).
23: James Buchanan Born (1791).
St. George Day (English).
Marconi transatlantic American-Europe service opened (1910).
24: First Newspaper Issued in America (1704).
U. S.-Mexican War (1846).
Arbor and Bird Day (Massachusetts).
25: War Declared with Spain (1898).
St. Mark's Day.
Guglielmo Marconi Born (1874).
26: Confederate Memorial Day (Florida, Georgia, Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917).
John James Audubon Born (1785).
27: General U. S. Grant Born (1822).
CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
28: James Monroe Born (1758).
Maryland Admitted (1788).
29: Sir Thomas Beecham Born (1879).
30: Boys and Girls Week always includes May 1.
Louisiana Purchased (1803).
Washington Became First President (1789)
Rhode Island Settled (1636).
Benito Mussolini Executed (1945).

May

1: May Day.
Child Health Day.
Labor Day (Canal Zone).
Dewey's Victory in Manila (1898).
2: Stonewall Jackson Fatally Wounded (1863).
National Music Week.
FCC authorized full commercial television (1941).
3: Shenandoah Valley Apple Blossom Festival.
4: Rhode Island Independence Day.
5: Napoleon's Death (1821).
Cinco de Mayo Celebrations (Mexico).
Arbor Day.
6: Corregidor Surrender (1942).
Admiral Robert E. Peary Born (1856).
7: Germany Surrendered to United States, England and Russia (1945).
Lusitania Torpedoed (1915).
Johannes Brahms Born (1833).



Thanks... a million!

"George Putnam's B'way to H'wood edition of 'Headline Clues' via WABD has jumped from a Pulse rating of 7.5 when it originated, to a solid 13.* This gives Putnam the highest news program rating in the history of teevee—a 3 point advantage over all other television news programs regardless of time. What makes his new rating even more amazing is the fact that he bucks, slotwise, such programs as 'We the People,' 'Man Against Crime,' 'The Ruggles,' wrestling and televised films. Typical of reasons for the show's heavy popularity is the fact that it's always right on top of spot news. Example was the clean newsbeat he scored on the Yonkers missing girl story last week and the follow-up he gave it with appearances of the detective who found her. Show is produced by Gerry Gross and edited by Norman Baer and Eddie Higgins. Stanza, incidentally, has the lowest point for dollar price on a rating basis in television."

SID WHITE—Radio Daily, Tuesday, January 17, 1950.

And especial thanks to Dumont's

Commander Mortimer W. Loewi — Chris Whitting — Jim Caddigan

and my own gang

Gerry Gross
producer

Eddie Higgins
news editor

Pat Fay
director

GEORGE PUTNAM

* February Rating 14.0

Robert Browning Born (1812).
Plans to spend $1,000,000 for field television tests are announced by R.C.A. president David Sarnoff; tests to start from Empire State Building, N. Y. early in 1936 (1935).

8: V.E. Day (1945).

9: John Brown Born (1833).
Mothers-Day, second Sunday in May.

10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Completion of First Transcontinental Railroad (1869).

11: Minnesota Admitted (1858).

12: Florence Nightingale Born (1820).

13: Mother's Day.
WDRC-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).

14: Rockefeller Foundation Granted Charter (1913).

15: First regular Air Mail service in the world inaugurated by the U. S. Govt.

17: "I am An American Day" often referred to as Citizenship Recognition Day.
Norwegian Independence Day (1814).

18: World Good-Will Day, formerly Peace Day.

19: First American Confederation of United Colonies of New England (1643).

20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).

21: Lindbergh's Flight to Paris (1927).

22: National Maritime Day.

23: South Carolina Admitted (1788).

24: First Telegraph Message Sent (1844).

25: Ralph Waldo Emerson Born (1803).

27: Golden Gate Bridge, San Francisco opened (1937).

29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
Patrick Henry Born (1736).

30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).

31: Walt Whitman Born (1819).
The Johnstown (Pa.) flood (1889).
Battle of Jutland (1916).

June

1: Kentucky Admitted (1792).
Tennessee Admitted (1796).

3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).

6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale Born (1756).
D-Day (1944).

7: Daniel Boone Day (Kentucky).

8: Battle of New Orleans (1815).
Children's Day, second Sunday in June.
Regular tv schedule, three times weekly, inaugurated by WGY, Schenectady (1928).

9: Feast of St. Columbia.
Confederate Memorial Day (Petersburg, Virginia).

11: Feast of St. Barnabas.
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776)
Kamehameha Day. Celebrates the birthday of Kamehameha, first King of Hawaii. Observed in Hawaii.
Transatlantic radiophoto of Pope Pius XI by Korn appearing in the New York World declared "a miracle of modern science." (1922).

12: John Augustus Roebling Born (1806).
Baseball Centennial Celebration of the invitation of the game at Cooperstown, N. Y. (1939).

14: Hawaii organized as U. S. territory (1900).
Harriet Beecher Stowe Born (1811).
Flag Day.

15: Pioneer Day (Idaho).
Franklin demonstrated the identity of electricity and lightning by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Oregon boundary treaty signed at Washington by Great Britain and U. S. (1846).

16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.

17: Bunker Hill Day. (In Massachusetts, Suffolk County).

18: Battle of Waterloo (1815).

19: Beginning of War of 1812.
King John of England signed Magna Carta (1215).

20: West Virginia Day.
Father's Day, 3rd Sunday in June.

21: Longest Day in Year.
New Hampshire Joined the Union (1788).
Constitution Ratified (1788).

22: Bolivarian Day (Canal Zone).

23: Penn Signs Peace Treaty With Indians.

24: San Juan Day (Puerto Rico).
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).

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The only network program which brings you weekly all the great names of Piano Music. In the classics, PIANO PLAYHOUSE offers such great artists as Jesús Maria Sanromá, Rosalynd Tureck, Eugene List, Abram Chasins, Constance Keene, Earl Wild, Appleton and Field, The Philharmonic Piano Quartet, etc., etc., in addition to such great outstanding jazz guest stars as Frankie Carle, Vincent Lopez, Art Tatum, Teddy Wilson, George Shearing, Skitch Henderson, Johnny Guernieri and Joe Bushkin. . . .

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with Cy Walter and Stan Freeman at the duo keyboards

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to be released this spring

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25: Virginia Admitted (1788).
Battle of Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.

26: Virginia ratified the U. S. Constitution (1788).
First American Troops Land in France (1917).

27: Hellen Keller Born (1880).

28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).
U. S. purchased rights and franchises of France in the Panama Canal (1902).
Treaty of Varsailles ending World War I signed (1919).

29: George Washington Goethals Born (1858).
St. Peter's Day.

30: St. Paul's Day.
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.
Fourth Atomic Bomb dropped (experimental overwater) Bikini (1946).

July

1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
Dept. of Commerce organizes a radio division to enforce wireless act of June 24, 1910 (1911).

2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
Garfield Assassinated (1881).

3: Idaho Admitted (1890).
John Singleton Copley Born (1737).

4: Independence Day.
U. S. Military Academy at West Point Opened (1802).
Calvin Coolidge Born (1872).
Slavery Abolished in New York (1825).
Providence, R. I. founded by Roger Williams (1636).
Work on Erie Canal commenced (1817).
Thomas Jefferson Died (1826).
James Monroe Died (1831).
John Adams Died (1826).
Cornerstone of Washington Monument laid (1848).
Surrender of Vicksburg (1863).
Bartholdi's Statue of Liberty presented to U. S. in Paris (1883).
American pilots first participated in air raids over Germany (1942).

5: Admiral David G. Farragut Born (1801)

6: Republican Party Founded (1854).
John Paul Jones Born (1747).
Columbia University Opened (1754).

7: U. S. annexed Hawaii (1898).

8: John D. Rockefeller Born (1839).
Liberty Bell Cracked Tolling Death of John Marshall (1835).

9: Elias Howe Born (1819).

10: Wyoming Admitted (1890).
James McNeill Whistler Born (1834).

11: John Quincy Adams Born (1767).
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).

12: Orangeman's Day.

13: Forrest's Day (Tennessee).

14: Stars and Stripes Adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry Opened First Negotiations for Trade With Japan (1853).

15: St. Swithin's Day.

16: Mary Baker Eddy Born (1881).
First Atomic Bomb exploded (experimental) New Mexico (1945).

17: Munoz Rivera's Birthday (Puerto Rico).

18: William Makepeace Thackeray Born (1811).

19: Franco-Prussian War Began (1870).

20: Guglielmo Marconi Died (1937).

21: Spanish Armada Defeated by England (1588).
Society of Jesuits Abolished by Pope Clement XIV (1773).
First Battle of Bull Run (1861).
CBS begins tv broadcasting from station W2XAB (1931).

24: Simon Bolivar Born (1783).
Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).

25: Occupation Day (Puerto Rico).
Fifth Atomic Bomb exploded (experimental underwater) Bikini (1946).

26: George Bernard Shaw Born (1856).
Sergei Koussevitzky Born (1874).
New York ratified the U. S. Constitution (1788).

27: First Successful Atlantic Cable (1866).
Barbosa's Birthday, in the Canal Zone.

28: Austria Declared War on Serbia (1914).
Volunteers of America Founder's Day.

29: Booth Tarkington Born (1869).
Benito Mussolini Born (1883).

30: Henry Ford Born (1863).
First Representative Assembly in America Convened (1607).
First patent for wireless telegraphy granted in U. S. (1872).
Experimental television transmitter W2XBS opened by NBC in N. Y. (1930).

31: Feast of St. Ignatius De Loyola.

AIR FEATURES, Inc.

347 MADISON AVENUE

NEW YORK CITY

August

1: Colorado Day.
Beginning of World War I (1914).
2: Government of India Transferred to British Crown (1858).
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
3: Civic Holiday (Canada).
Germany Declared War on England and France (1914).
Columbus Sailed From Spain (1492).
4: Feast of St. Dominic.
5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
Second Atomic Bomb dropped (1945) Hiroshima.
6: Feast of the Transfiguration.
Westinghouse discloses Stratovision plan (1945).
7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
Creation of War Department (1789).
Society of Jesuits Restored by Pope Pius VII (1814).
8: Charles A. Dana Born (1819).
Third Atomic Bomb dropped (1945) Nagasaki.
9: First Train Drawn in U. S. by Steam Locomotive (1831).
Izaak Walton Born (1593).
10: Herbert Clark Hoover Born (1874).
Russia Declared War Against Japan (1945).
11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).
14: V-J Day.
Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill.
15: Panama Canal Opened (1914).
16: Bennington Battle Day (Vermont).
First transatlantic cable opened (1858).
18: Virginia Dare Born (1587).
19: National Aviation Day.
Orville Wright Born (1871).
20: Benjamin Harrison Born (1833).
21: Lincoln-Douglas debate began (1858).
22: Claude Debussy Born (1862).
23: Oliver Hazard Perry Born (1785).
24: British Burn White House (1814).
St. Bartholomew's Day Massacres, France (1572).
Festival of St. Bartholomew.
26: Suffrage for Women—19th Amendment (1920).
27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
28: Spanish landed at the site of St. Augustine, Fla. (1565).
Johann Wolfgang von Goethe Born (1749).
29: Oliver Wendell Holmes Born (1809).
30: Germany Declared War on Poland (1939).
Beginning of World War II.
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).

September

1: Germany Invaded Poland (1939).
Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri.)
Labor Day.
Eugene Field Born (1850).
3: First American Peace Treaty With England (1783).
Allies Invaded Italy (1943).
4: Henry Hudson Discovered Manhattan Island (1609).
First Electric Power Station in World in New York (1882).
5: First Continental Congress (1774).
6: Lafayette Day.
First Battle of the Marne (1914).
7: James Fenimore Cooper Born (1789).
8: Dutch Surrendered New Amsterdam (New York) to British (1664).
Italy Surrendered (1943).
Crimean War Ended (1855).
9: Admission Day (California—1850).
10: Arthur Holly Compton Born (1892).
Battle of Lake Erie (1813).
11: Harvest Festival.
O. Henry (pen name William Sydney Porter) Born (1862).
12: Henry Hudson entered the river (1609).
Defender's Day (Maryland).
13: Walter Reed Born (1851).
John Joseph Pershing Born (1860).
Battle of Quebec (1759).
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
14: Great Britain and its colonies in America adopted the Georgian calendar (1752).
"The Star Spangled Banner" written by Francis Scott Key (1814).
15: Independence Day of the Central American Republics (1821).
William Howard Taft Born (1857).
16: Russians Burned Moscow (1812).
17: Constitution Day.
18: Cornerstone of U. S. Capital Laid in Washington, D. C. (1793).
N. Y. Times established (1851) when its first issue appeared.
Columbia Broadcasting System goes on air with basic network of 16 stations, Major J. Andrew White is president (1927).

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RANdolph 6-2022

19: Washington issued his farewell address to people of U. S. (1796).
21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
22: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale Executed (1776).
First Day of Autumn.
23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
24: John Marshall Born (1775).
25: Balboa discovered the Pacific (1513).
Bill of Rights (1789).
26: George Gershwin Born (1898).
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
Rosh Hashonah.
27: American Indian Day (4th Friday).
28: George Eugene Benjamin Clemenceau Born (1841).
29: Michaelmas Day.
30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).

October

1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).
Germany Crossed Border Into Czechoslovakia (1938).
2: Ferdinand Foch Born (1851).
Mohandas Gandhi Born (1869).
3: Religious Education Week. First full week in Oct.
4: Rutherford B. Hayes Born (1822).
5: Yom Kippur.
Wright Brothers Took First Long Distance Flight in an Airplane (1905).
Chester A. Arthur Born (1830).
6: Missouri Day.
National Business Women's Week, generally the second week of Oct.
7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).
James Whitcomb Riley Born (1853).
8: Edward Vernon Rickenbacker Born (1890).
9: Fire Prevention Week.
Fraternal Day (Alabama).
Chicago Fire (1871).
10: U. S. Naval Academy in Annapolis opened (1845).
11: Eleanor Roosevelt Born (1884).
Farmers' Day (2nd Friday) (Florida).
YMCA Founder's Day—Sir George Williams Born (1821).
12: Columbus Day.
14: William Penn Born (1644).
15: First public demonstration of ether as an anesthetic, Mass. General Hospital (1846).
16: Noah Webster Born (1758).
17: Surrender of General Burgoyne at Saratoga (1777).
18: General Tojo Appointed Premier of Japan (1941).
Alaska Day.
FCC set saside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).
19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) Passed (1919).
John Adams Born (1735).
22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
23: Sarah Bernhardt Born (1845).
24: Transcontinental telegraph line completed (1861).
Pennsylvania Day.
William Penn Born (1644).
26: Erie Canal opened to traffic (1825).
Better Parenthood Week, observed last week in Oct.
27: Navy Day.
Theodore Roosevelt Born (1858).
28: Dedication of Statue of Liberty (1866).
31: Hallowe'en.
Admission Day, Nevada (1864).

November

1: All Saints' Day (Louisiana).
Liberty Day (St. Croix, Virgin Islands Only).
National Broadcasting Co. is organized with WEAF and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
2: General Election Day.
North Dakota Admitted (1889).
South Dakota Admitted (1889).
James K. Polk Born (1795).
Warren G. Harding Born (1865).
3: Panama declared its independence of Colombia (1903).
4: John Philip Sousa Born (1854).
5: Guy Fawkes Day (English).
U. S. General Election Day.
6: John Phillip Sousa Born (1854).
Static-less radio system based on FM instead of AM, is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the Institute of Radio Engineers, N. Y. (1935).
American Art Week.
7: Marie Skladouska Curie Born (1867).

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1934 - 1950

3 **OUR 15th YEAR IN THEATRES!**
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OVER **NBC-TV** NETWORK
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An American Institution!

8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).
Montana Admitted (1889).
9: Great Fire in Boston (1872).
American Education Week.
10: Martin Luther Born (1483).
U. S. Marine Corps was created by the Continental Congress (1775).
11: Armistice Day, World War I.
Washington Admitted (1889).
13: Robert Louis Stevenson Born (1850).
Edwin Booth Born (1833).
14: Robert Fulton Born (1765).
Book Week.
15: Pikes Peak discovered (1806).
16: Oklahoma Admitted (1907).
17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal Opened (1869).
18: Standard Time went into effect in the U. S. (1883).
Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
19: James A. Garfield Born (1831).
21: North Carolina Admitted (1789).
Edison Announced Invention of Phonograph (1877).
23: Franklin Pierce Born (1804).
24: Zachary Taylor Born (1784).
28: Thanksgiving Day (4th Thursday).
29: Admiral Byrd Discovered South Pole (1929).
30: Samuel L. Clemens (Mark Twain) Born (1835).
Russia Invaded Finland (1939).
Winston Churchill Born (1874).

December

2: Promulgation of the Monroe Doctrine (1823).
3: Illinois Admitted (1818).
Gilbert Stuart Born (1755).
5: Martin Van Buren Born (1782).
Walt Disney Born (1901).
7: Pearl Harbor Attacked (1941).
Roosevelt, Churchill, Stalin Confer at Teheran (1943).
Delaware Day.
Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938).
8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
9: Germany-Italy Declare War on U. S. (1941).
10: U. S. Declared War on Germany-Italy (1941).
Peace Treaty Signed With Spain (1899).
Mississippi Admitted (1817).
11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania Admitted (1787)
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
13: Council of Trent (1545).
14: Alabama Admitted (1819).
George Washington Died at Mt. Vernon (1799).
15: Bill of Rights Day.
Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
16: Boston Tea Party.
Ludwig von Beethoven Born (1770).
17: John Greenleaf Whittier Born (1807).
Aviation Day.
First Mechanical Airplane Flight by Wright Brothers (1903).
18: New Jersey Admitted (1787).
First Sunday Paper Published (1796).
19: Tyrus (Ty) Cobb Born (1886).
Washington went into winter quarters at Valley Forge (1776).
20: First Electric Lights on Broadway (1880).
21: Pilgrims Landed at Plymouth Rock (1620).
First day of winter.
23: George Washington Resigned Army Commission (1783).
NBC establishes a permanent coast-to-coast network (1928).
24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.
Reginald Fessenden transmits human voice by wireless (1906).
25: Washington crossed the Delaware to attack Trenton (1776).
Christmas Day.
26: Battle of Trenton (1776).
Record snow fall in New York, exceeding in depth, blizzard of 1888 (1947).
27: Louis Pasteur Born (1822).
28: Iowa Admitted (1848).
Woodrow Wilson Born (1856).
Irish Free State Became State of Eire (Ireland).
29: Texas Admitted (1845).
Andrew Johnson Born (1808).
First American YMCA established in Boston (1851).
MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of Calif. and other stations (1936).
30: Rudyard Kipling Born (1865).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
31: New Year's Eve.

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AM Radio Stations

WBNX	MElrose 5-0333
WCBS	PLaza 5-2000
WEVD	PLaza 7-0880
WFAS	WHite Plains 9-6400
WGBB	FReeport 9-1400
WHLI	OLympia 8-1100
WHOM	CIrcle 6-3900
WINS	BRyant 9-6000
WJZ	TRafalgar 3-7000
WKBS	OYster Bay 6-2500
WLIB	ORegon 9-2720
WMCA	CIrcle 6-2200
WMGM	MUrray Hill 8-1000
WNBC	CIrcle 7-8300
WNEW	PLaza 3-3300
WNYC	WOrth 2-5600
WOR	LOngacre 4-8000
WOV	CIrcle 5-7979
WQXR	CIrcle 5-5566
WWRL	NEwton 9-3300

FM Radio Stations

WABF-FM	TEmpleton 8-5400
WCBS-FM	PLaza 5-2000
WFAS-FM	WHite Plains 9-6400
WGHF	LExington 2-4927
WGNR	New Rochelle 6-8220
WGYN	BOwling Green 9-4054
WHLI-FM	OLympia 8-1100
WJZ-FM	TRafalgar 3-7000
WMGM-FM	MUrray Hill 8-1000
WNBC-FM	CIrcle 7-8300
WNYC-FM	WOrth 2-5600
WOR-FM	LOngacre 4-8000
WQXR-FM	CIrcle 5-5566

TV Stations

WABD	MUrray Hill 8-2600
WATV	BArclay 7-8216
WCBS-TV	PLaza 5-2000
WJZ-TV	TRafalgar 3-7000
WNBT	CIrcle 7-8300
WOR-TV	LOngacre 4-8000
WPIX	MUrray Hill 2-1234

National Networks

American Broadcasting Co	CIrcle 7-5700
Columbia Broadcasting System	PLaza 5-2000
Keystone Broadcasting System	PLaza 7-1460
Mutual Broadcasting System	PEnnsylvania 6-9600
National Broadcasting Co	CIrcle 7-8300

Station Representatives

ABC Spot Sales	TRafalgar 3-7000
Avery-Knodel, Inc.	PLaza 3-6513
John Blair & Co	MUrray Hill 9-6084
Blair-TV, Inc.	MUrray Hill 9-6084
Guy Bolam	ALgonquin 4-7881
The Bolling Co., Inc	PLaza 9-8150
The Branham Co	MUrray Hill 6-1860
Burn-Smith Co., Inc	MUrray Hill 2-3124
Thomas F. Clark Co., Inc	MUrray Hill 4-6317
Clark-Wandless Co.	ORegon 9-1575
Continental Radio Sales	LExington 2-2450
Donald Cooke, Inc	MUrray Hill 2-7270
Everett-McKinney, Inc.	PLaza 9-3747
Free & Peters, Inc	PLaza 9-6022
The Friedenberg Agency, Inc	PLaza 7-7655
Melchor Guzman Co., Inc	CIrcle 7-0624
H-R Representatives, Inc	MUrray Hill 9-7463
Headley-Reed Co.	MUrray Hill 3-5467
George P. Hollingbery Co	ORegon 9-2660
Hal Holman Co	MUrray Hill 3-3421
The Katz Agency, Inc	Wisconsin 7-8620
Joseph Hershey McGillvra, Inc	MUrray Hill 2-8755
Robert Meeker Associates, Inc	MUrray Hill 2-2170
National Bcstg. Co. (Spot-Local Sales)	CIrcle 7-8300
Pan American Bcstg. Co	MUrray Hill 2-0810
John E. Pearson Co	PLaza 8-2255
John H. Perry Associates	MUrray Hill 4-1647
Edward Petry & Co., Inc	MUrray Hill 2-4400
Ra-Tel Representatives, Inc	MUrray Hill 4-2549
Radio Sales (Div. of CBS)	PLaza 5-2000
William G. Rambeau Co	LExington 2-1820
Paul H. Raymer Co., Inc	MUrray Hill 7-6540
Taylor-Borroff & Co., Inc	PEnnsylvania 6-6857
Transit Radio, Inc	MUrray Hill 8-3780
The Walker Co	MUrray Hill 3-5830
Weed & Co	MUrray Hill 7-7772
Adam J. Young, Jr., Inc	MUrray Hill 9-0006

Advertising Agencies

N. W. Ayer & Son, Inc	CIrcle 6-0200
Badger & Browning & Hersey	CIrcle 7-3719
Ted Bates, Inc	CIrcle 6-9700
Batten, Barton, Durstine & Osborn	ELdorado 5-5800
Benton & Bowles, Inc	MUrray Hill 8-1100
Bermingham, Castleman & Pierce	LExington 2-7550
The Biow Co., Inc	PLaza 7-4100
Brooke, Smith, French & Dorrance	MUrray Hill 6-1800
Franklin Bruck Advertising Corp	CIrcle 7-7660
Buchanan & Co., Inc	BRyant 9-7900
Calkins, & Holden	PLaza 5-6900
Campbell-Ewald Co., Inc	MUrray Hill 8-3190
Cecil & Presbrey, Inc	PLaza 5-8200
Compton Advertising, Inc	CIrcle 6-2800
Cunningham & Walsh, Inc	MUrray Hill 3-4900
Dancer-Fitzgerald & Sample, Inc	MUrray Hill 8-1600
D'Arcy Advertising Co	PLaza 8-2600
Doherty, Clifford & Shenfield, Inc	BRyant 9-0445
Donahue & Co., Inc	COlumbus 5-4252
Roy S. Durstine, Inc	CIrcle 6-1400
Erwin, Wasey & Co., Inc	LExington 2-8700
William Esty & Co	MUrray Hill 5-1900
Federal Advertising Agency, Inc	MUrray Hill 8-4200
Foote, Cone & Belding	PLaza 5-6600
Fuller & Smith & Ross, Inc	MUrray Hill 6-5600
Gardner Advertising Co	COlumbus 5-2000
Geyer, Newell, & Ganger, Inc	PLaza 5-5400
Grey Adv. Agency, Inc	CHickering 4-3900
The M. H. Hackett Co	CIrcle 6-1950
Hicks & Greist, Inc	MUrray Hill 3-9135
Hirshon-Garfield, Inc.	PLaza 7-6300
Robert Holley & Co., Inc	CIrcle 7-3822
Charles W. Hoyt Co. Inc	MUrray Hill 2-0850
Duane Jones Co., Inc	PLaza 3-4848
Kastor, Farrell, Chesley & Clifford, Inc.	ORegon 9-4440
The Joseph Katz Co	PLaza 5-2740
Kayton-Spiro Co., Inc	LOngacre 5-5090
Kenyon & Eckhardt, Inc	PLaza 3-0700
Kiesewetter, Wetterau & Baker, Inc.	LExington 2-0025
Abbott Kimball Co., Inc	PLaza 3-9600
Kudner Agency, Inc	CIrcle 6-3200
C. J. LaRoche & Co., Inc	PLaza 5-7711
Al Paul Lefton Co., Inc	VAnderbilt 6-4340
Lennen & Mitchell, Inc	MUrray Hill 2-9170
Marschalk & Pratt Co	VAnderbilt 6-2022
J. M. Mathes, Inc	LExington 2-7450
Maxon, Inc.	WHitehall 3-2860
McCann-Erickson, Inc.	JUdson 6-3400
C. L. Miller Co	MUrray Hill 2-1010
Emil Mogul Co., Inc	COlumbus 5-2482
Morey, Humm & Johnstone, Inc	BRyant 9-5950
Morse International, Inc	ORegon 9-4600
Peck Adv. Agency, Inc	PLaza 3-0900
Pedlar & Ryan, Inc	PLaza 5-1500
Progressive Radio Adv. Co	MElrose 5-5522
Redfield-Johnstone, Inc.	PLaza 3-6130
Fletcher D. Richards, Inc	CIrcle 7-6383
Arthur Rosenberg Co., Inc	CHickering 4-4420
Ruthrauff & Ryan, Inc	MUrray Hill 6-6400
Sherman & Marquette, Inc	PLaza 9-6810
Street & Finney, Inc	WAtkins 4-8510

Sullivan, Stauffer, Colwell & Bayles...ORegon 9-2500
J. D. Tarcher & Co., Inc.....CIrcle 6-2626
J. Walter Thompson Co.....MUrray Hill 3-2000
J. Franklyn Viola.....CHickering 4-3254
William Warren, Jackson & Delaney..JUdson 6-0350
Warwick & Legler, Inc.....MUrray Hill 6-8585
William H. Weintraub & Co., Inc.....CIrcle 7-4282
Weiss & Geller, Inc.....PLaza 3-4070
Ward Wheelock Co.....PLaza 3-7120
Young & Rubicam, Inc.....MUrray Hill 9-5000

Publications

Advertising Age .....MUrray Hill 8-0073
Advertising & Selling.....MUrray Hill 5-9770
Billboard, The .....PLaza 7-2800
Broadcasting .....PLaza 5-8355
Editor & Publisher .....BRyant 9-3052
Film Daily .....BRyant 9-7117
Printers' Ink .....MUrray Hill 3-6500
RADIO DAILY .....WIsconsin 7-6336
Radio & Television Weekly.....WAlker 5-2576
Sales Management .....LExington 2-1760
Sponsor .....MUrray Hill 8-2772
Standard Rate & Data Service....LExington 2-6611
TELEVISION DAILY .....WIsconsin 7-6336
Television Magazine .....PLaza 3-3671
Tide .....MUrray Hill 3-7700
Variety .....LUxemburg 2-2700

News Associations

Associated Press .....PLaza 7-1111
International News Service.....MUrray Hill 7-8800
Press Association, Inc.....PLaza 7-1111
Reuters .....BRyant 9-8558
Transradio Press Service, Inc.....MUrray Hill 2-4053
United Press Associations.....MUrray Hill 2-0400

Talent Agencies

Batchelor Enterprises, Inc.....CIrcle 6-4224
Columbia Artists Management, Inc.....CIrcle 7-6900
Consolidated Radio Artists, Inc.....COlumbus 5-3580
Frank Cooper Associates .....VAnderbilt 6-5661
Wallace Downey, Inc.....CIrcle 6-6646
Fanchon & Marco, Inc.....CHickering 4-3956
Frederick Bros. Artists Corp. .....MUrray Hill 7-2033
Gale, Inc. .....PLaza 7-7100
Hesse & McCaffrey .....ELdorado 5-1076
Bob Kerr .....COlumbus 5-8051
A. & S. Lyons, Inc.....PLaza 3-5181
Management Corp. of America .....PLaza 9-7500
A. T. Michaud .....CIrcle 7-2900
Music Corp. of America .....PLaza 9 7500
William Morris Agency, Inc.....CIrcle 7-2160
National Concert & Artists Corp.....PLaza 9-6000
Robbins Bros. .....MUrray Hill 7-2033
Franklin H. Small .....JUdson 6 0123
Roy Wilson (Wilson, Powell & Hayward) PLaza 9-4961

Organizations, Unions and Government Agencies

Actors' Equity .....PLaza 7-7660
Advertising Federation of America .....BRyant 9-0430
AAAA .....LExington 2-7980
American Communications Assn... .....COrtland 7-1374
American Federation of Musicians .....PLaza 8-0600
AFRA .....VAnderbilt 6-1810
ASCAP .....PLaza 7-2700
American Television Society.....MUrray Hill 7-9250
AMPA .....LUxemburg 2-1790
Broadcast Music, Inc.....PLaza 7-1800
Federal Communications Comm.....WAtkins 4-1000
Federal Trade Commission.....WHitehall 3-8000
Institute of Radio Engineers.....REgent 7-9600
Music Publishers' Protective Association CIrcle 6-3084
NAPA .....CIrcle 7-8194
NARSR .....MUrray Hill 5-4141
Professional Music Men, Inc. .....COlumbus 5-7362
Radio Writers' Guild .....MUrray Hill 6-5251
SESAC, Inc. .....MUrray Hill 5-5365
Song Writers' Protective Assn .....COlumbus 5-3758
Television Broadcasters' Assn., Inc. LAckawanna 4-4788

Radio-TV Program and Transcription Cos.

Advance Television Pictures Service.....CIrcle 5-6873
Advertisers Recording Service, Inc.....CIrcle 6-0141
Affiliated Program Service, Inc.....Murray Hill 7-1881
Air Features .....PLaza 5-2700
Alton Alexander Productions .....LOrraine 8-3100
Ambassador Films, Inc.....JUdson 6-2680
American Institute Food Products..MUrray Hill 8-4900
Apex Recording Studios, Inc.....PLaza 7-7067
Arts Recording Studios.....PLaza 8-0407
Associated Program Service.....PLaza 7-7710
Associated Radio & TV Productions...LOngacre 3-7290
Jack Barry Productions Inc.....MUrray Hill 9-6199
Basch Radio & TV Productions....MUrray Hill 2-8877
Bass & Co., Inc.....WHitehall 3-0580
V. S. Becker Advtg. Service.....LUxemburg 2-1040
Beltone Recording Corp.....LUxemburg 2-2920
Ford Bond Radio Productions, Inc.....CIrcle 7-2236
Ruth & Gilbert Braun.....SChuyler 4-8896
Byron Productions Co.....CIrcle 6-2677
The Bruce Chapman Co.....WIsconsin 7-9244
Cineffects, Inc. .....CIrcle 6-0951
Cinemart, Inc. .....MUrray Hill 4-1562
Coastal Recording Co.....CIrcle 6-3900
Columbia Transcriptions .....CIrcle 5-7300
Louis G. Cowan, Inc.....PLaza 9-3700
Frederic Damrau, M.D.....PLaza 5-3638
Gordon M. Day Productions.....Oregon 9-3595
Decca Records, Inc.....COlumbus 5-2300
Roy DeGroot, Consultants, Inc.....MUrray Hill 7-9149
Empire Broadcasting Co.....PLaza 9-4500
Mildred Fenton Productions.....PLaza 9-8266
Fisher Productions .....PEnnsylvania 6-9557
Edward H. Ford.....LUxemburg 2-5188
Allen A. Funt Radio Productions...MUrray Hill 5-1211
Gale, Inc. .....PLaza 7-7100
General Artists Corp. .....CIrcle 7-7543
John E. Gibbs & Co.....COlumbus 5-4888
Harry S. Goodman Radio Productions....PLaza 5-6131
Les Hafner & Co.....PLaza 3-4840
Laurence Hammond Productions, Inc....PLaza 9-2210
Arthur Henley Productions.....ILlinois 9-6729
Ted Hudes Radio Productions.....MUrray Hill 2-0276
Hummert Radio Features .....PLaza 5-2700
International 16mm Corp. .....PLaza 7-2265
Kermit-Raymond Corp. .....PLaza 9-4770
Keystone Broadcasting System, Inc.....PLaza 7-1460
Lang-Worth Feature Programs, Inc.....JUdson 6-5700
Bob Loewi Productions, Inc.....MUrray Hill 8-2600
Phillips H. Lord, Inc. .....PLaza 5-2211
Charles Michelson, Inc. .....PLaza 7-0695
Motion Pictures Stages, Inc.....PLaza 3-4840
William Morris Agency, Inc.....CIrcle 7-2160
Murphy-Lillis Productions, Inc.....MUrray Hill 6-2142
Music Corp. of America .....PLaza 9-7500
Muzak Corp. .....PLaza 7-7710
NBC Radio Recording Div.....CIrcle 7-8300
National Concert & Artists Corp.....PLaza 9-6000
Nelson Productions, Inc.....MUrray Hill 6-5862
Original Radio Productions, Inc.....SChuyler 4-8896
Press Associations, Inc. .....PLaza 7-1111
Prockter Productions, Inc. .....JUdson 6-4360
Radio Artists Corp .....MUrray Hill 8-0944
Radio Events, Inc. .....MUrray Hill 7-1668
Radio Features of America.....LUemburg 2-5130
Radio-Video Associates .....PLaza 5-5781
Reemack Enterprises, Inc.....MUrray Hill 7-7979
Reeves Sound Studios, Inc.....ORegon 9-3550
Roberts Radio, TV Stage & Screen Studios. JUdson 6-0026
Rockhill Radio .....PLaza 9-7979
Bernard L. Sackett TV Productions..LUxemburg 2-1690
Bernard L. Schubert, Inc.....MUrray Hill 8-0944
SESAC, Inc. .....MUrray Hill 5-5365
K. R. Smith .....JUdson 2-3791
Henry Souvaine, Inc. .....CIrcle 7-5666
Richard Stark & Co. .....CIrcle 6-7337
Richard Strout Productions .....MUrray Hill 2 6924
Irvin Paul Sulds, Inc. .....TEmpleton 8-7025
Telemated Cartoons .....MUrray Hill 6-8933
Television Screen Productions, Inc..MUrray Hill 2-8877
Torchlight Productions .....WIsconsin 7-0771
Towers of London, Ltd. .....LUxemburg 2-5131
Transcribed Radio Shows .....LUxemburg 2-3530
Transcription Broadcasting System...ELdorado 5-5511
Transfilm, Inc. .....LUxemburg 2-1400
United Press Associations.....MUrray Hill 2-0400
Thomas J. Valentino Inc .....CIrcle 6-4675
Video Associates, Inc. .....PLaza 3-7966
Chick Vincent Co. .....ELdorado 5-0734
Van Baumann Studio .....RHinelander 4-5508
Roger White Productions .....PLaza 5-3560
Wolf Associates, Inc. .....PLaza 5-7620
Wolff-Feldman Enterprises, Inc....LAckawanna 4-3450
World Broadcasting System, Inc...MUrray Hill 8-4700
World Video, Inc. .....PLaza 9-3870
Wynn Wright Associates .....PLaza 3-4417
Frederick W. Ziv Co., Inc.....MUrray Hill 8-4700

Radio and Television
TELEPHONE NUMBERS
in CHICAGO

AM Radio Stations

WAAF	RAndolph 6-1932
WAIT	FRanklin 2-0660
WBBM	WHitehall 4-6000
WCFL	MOhawk 4-2400
WCRW	EAstgate 7-6860
WEDC	ROckwell 2-9461
WENR	ANdover 3-7800
WGES	SAcramento 2-1700
WGN	SUperior 7-0100
WHFC	ROckwell 2-7756
WIND	WHitehall 4-2170
WJJD	STate 2-5466
WLS	MOnroe 6-9700
WMAQ	SUperior 7-8300
WMBI	MIchigan 2-1570
WNMP	SHeldrake 3-1590
WSBC	MOnroe 6-9060

FM Radio Stations

WEAW	AMbassador 2-1128
WEFM	STate 2-1357
WEMS	FInancial 6-2551
WMOR	ANdover 3-6050
WOAK	SAcramento 2-6272
WXRT	WHitehall 4-1711

Television Stations

WBKB	RAndolph 6-8210
WENR-TV	ANdover 3-7800
WGN-TV	FInancial 6-0011
WNBQ	SUperior 7-8300

National Networks

American Broadcasting Co.	Andover 3-7800
Columbia Broadcasting System	WHitehall 4-6000
Keystone Broadcasting System	STate 2-4590
Mutual Broadcasting System	WHitehall 4-5060
National Broadcasting Co.	SUperior 7-8300

Station Representatives

John Blair & Co.	SUperior 7-8659
The Branham Co.	CEntral 6-5726
Burn-Smith Co.	CEntral 6-4437
Capper Publications	CEntral 6-5977
Crosley Broadcasting Corp.	STate 2-0366
Free & Peters, Inc.	FRanklin 2-6373
Headley-Reed Co.	FRanklin 2-4686
George P. Hollingbery	ANdover 3-2636
Hal Holman Co.	FRanklin 2-0016
The Katz Agency	CEntral 6-4006
Joseph Hershey McGillvra	STate 2-5282
J. P. McKinney & Son	SUperior 7-9866
Robert Meeker Associates, Inc.	CEntral 6-1742
National Broadcasting Co.	SUperior 7-8300
John E. Pearson Co.	FRanklin 2-2359
John H. Perry Associates	HArrison 7-8085
Edward Petry & Co.	DElaware 7-8600
Radio Sales	WHitehall 4-6000
Radio Advertising Co.	CEntral 6-1742
William G. Rambeau Co.	ANdover 3-5566
Paul H. Raymer Co.	SUperior 7-4473
Sears & Ayer, Inc.	SUperior 7-8177
The Walker Co.	ANdover 3-5771
Weed & Co.	RAndolph 6-7730

Advertising Agencies

Aubrey, Moore & Wallace, Inc.	FInancial 6-1600
Auspitz & Lee	WAbash 2-0315
N. W. Ayer & Son, Inc.	RAndolph 6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin 2-8895
BBD&O	SUperior 7-9200
Gordon, Best, Co., Inc.	STate 2-5060
Hill Blackett & Co.	STate 2-0950
Bozell & Jacobs, Inc.	CEntral 6-6503
Richard Bradley Associates	WHitehall 4-5543
Buchanan & Co., Inc.	DElaware 7-5522
Leo Burnett Co., Inc.	CEntral 6-5959
Burnett-Kuhn Advertising Co.	SUperior 7-3800
Campbell-Ewald Co.	CEntral 6-1946
Campbell-Mithun Inc.	DElaware 7-7553
Doremus & Co.	CEntral 6-9132
Erwin Wasey & Co.	RAndolph 6-4952
Albert Frank-Gunther Law, Inc.	DEarborn 2-6424
Foote, Cone & Belding	SUperior 7-4800
Goodkind, Joice & Morgan	SUperior 7-6746
Grant Advertising, Inc.	SUperior 7-6500
Henri, Hurst & McDonald, Inc.	SUperior 7-3000
H. W. Kastor & Sons Advertising Co.	CEntral 6-5331
W. E. Long Co.	RAndolph 6-4606
MacFarland, Aveyard & Co.	RAndolph 6-9360
Maxon, Inc.	WHitehall 4-1676
C. L. Miller Co.	CEntral 6-1640
Mitchell-Faust Advertising Co.	STate 2-6610
Needham, Louis Brorby, Inc.	STate 2-5151
Presba, Fellers & Presba	CEntral 6-7683
L. W. Ramsey Co.	FRanklin 2-8155
Roche, Williams & Cleary	RAndolph 6-9760
Ruthrauff & Ryan, Inc.	FInancial 6-1833
Schwimmer & Scott	DEarborn 2-1815
Russell M. Seeds Co.	DElaware 7-1045
Sherman & Marquette, Inc.	DElaware 7-8000
J. Walter Thompson Co.	SUperior 7-0303
Wade Advertising Agency	STate 2-7369
Weston-Barnett, Inc.	WHitehall 4-7725
Young & Rubicam	FInancial 6-0750

Radio-TV Program and Transcription Cos.

Air Shows, Inc.	SUperior 7-0506
Richard Bradley Associates	WHitehall 4-5543
Dirk Courtenay & Associates	INdependence 3-0225
Louis G. Cowan & Co.	RAndolph 6-2022
Chartoc-Coleman Productions	RAndolph 6-6150
Chicago Recording Co.	CEntral 6-5275
Columbia Records Corp.	WHitehall 4-6000
Decca Records, Inc.	DElaware 7-8800
Feature Productions	STate 2-8999
Green Associates	CEntral 6-5593
Wendell Hall Music Maker Prod.	GRaceland 2-6418
Hollywood Recorded Features, Inc.	LOngbeach 1-6730
William Morris Agency	STate 2-3632
Jewell Radio Productions	FInancial 6-4474
Beulah Karney, Inc.	STate 2-5060
Herbert S. Laufman	WEbster 9-2302
Les Lear Productions Corp.	ANdover 3-7233
Art Linick Enterprises	SUperior 7-3311
Monogram Radio Programs, Inc.	ANdover 3-7169
Morton Radio Productions, Inc.	CEntral 6-4144
Music Corp. of America	DElaware 7-1100
NBC Radio Recording Division	SUperior 7-8300
Radio Features, Inc.	FRanklin 2-4392
RCA Manufacturing Co.	WHitehall 4-4600
Standard Radio Trans. Service, Inc.	STate 2-3153
Hal Tate Radio Productions	SHeldrake 3-0880
Tele-Radio Creations, Inc.	MOhawk 4-0015
Television Adv. Productions, Inc.	STate 2-5941
Wright Radio Productions	SUperior 7-1280
Frederic W. Ziv Co.	FRanklin 2-8917

News Agencies and Ass'ns.

Associated Press	STate 2-7700
International News Service	ANdover 3-1234
Press Association, Inc.	STate 2-4581
Transradio Press Service	STate 2-7904
RADIO DAILY	ANdover 3-6050
United Press	RAndolph 6-4172

Radio and Television
TELEPHONE NUMBERS
in LOS ANGELES

AM Radio Stations

KALI (Pasadena)	RYan 1-7149
KECA	HUdson 2-3141
KFAC	DUnkirk 4-1231
KFI	DUnkirk 2-2121
KFMV	HIllside 7406
KFOX	MAdison 2247
KFVD	DUnkirk 8-2345
KFWB	HEmpstead 5151
KGER	MAdison 2551
KGFJ	HIllside 0201
KGIL (San Fernando)	STanley 7-3467
KHJ	HUdson 2-2133
KIEV (Glendale)	CHarleston 5-2388
KLAC	HUdson 2-7311
KMGM	TExas 0-3311
KMPC	HOllywood 9-5341
KNX	HOllywood 9-1212
KOWL (Santa Monica)	Santa Monica 4-6761
KRKD	TUcker 7111
KUSC	RIchmond 7-2295
KVUN	HOllywood 5771
KVVC	MIchigan 4784
KWIK (Burbank)	CHarleston 0-2111
KWKW (Pasadena)	RYan 1-6744
KXLA (Pasadena)	RYan 1-6991

FM Radio Stations

KECA-FM	HUdson 2-3141
KKI-FM	DUnkirk 2-2121
KFMV	HIllside 7406
KHJ-FM	HUdson 2-2133
KKLA-FM	DUnkirk 8-7793
KMGM	TExas 0-3311
KMPC-FM	HOllywood 5341
KRKD-FM	TUcker 7111
KUSC	RIchmond 7-2295

Television Stations

KECA-TV	NOrmandy 3-3311
KFI-TV	DUnkirk 2-2121
KLAC	HUdson 2-7311
KNBH	HOllywood 9-6161
KTLA	HUdson 2-2301
KTSL	HUdson 2-2133
KTTV	HUdson 2-1301

Networks

American Broadcasting Co.	HUdson 2-3141
Columbia Broadcasting System, Inc.	HOllywood 9-1212
Don Lee Broadcasting System	HUdson 2-2133
Mutual Broadcasting System	HUdson 2-2133
National Broadcasting Co.	HOllywood 9-6161
United-Pacific Network	EXposition 1339

Station Representatives

American Jewish Broadcasting	NOrmandy 2-5546
Avery-Knodel, Inc.	TUcker 2095
Walter Biddick Co.	RIchmond 6184
John Blair & Co.	GRanite 6103
Blair TV, Inc.	GRanite 6103
Bolling Co., Inc.	GLadstone 8045
The Branham Co.	DUnkirk 8-8158
Howard C. Brown Co.	HOllywood 9-6045
Burn-Smith Co., Inc.	RIchmond 6184
F M Reps., Inc.	HIllside 2450
Forjoe & Co.	DUnkirk 2-1171
Free & Peters	HOllywood 9-2151
Gene Grant & Co.	YOrk 8812
W. S. Grant Co.	VAndyke 6341
Irene Griffith Co.	HUdson 2-7391
Headley-Reed Co.	HIllside 7738
George P. Hollingbery	MAdison 6-3633
The Katz Agency	TUcker 3219
Keenan & Eickelberg	DUnkirk 2-8458
Joseph Hershey McGillvra, Inc.	DUnkirk 7-4388
Tracy Moore	HOllywood 9-5408
NBC-KNBH Spot Sales	HOllywood 9-6161
Benton Paschall Co.	HOllywood 9-5237
John Pearson Co.	DUnkirk 7-4388
Edward Petry Co.	MIchigan 8729
Radio Sales	HOllywood 9-1212
Wm. G. Rambeau Co.	DUnkirk 9-8281
Paul H. Raymer	HUdson 2-2376
Walker Co.	DUnkirk 2-3200
Weed & Company	HIllside 8611
Western Radio Sales	GRanite 0656

Advertising Agencies

Abbott Kimball Co., Inc.	DUnkirk 7-7305
Ad Associates	TUcker 5713
R. H. Alber Co.	HOllywood 9-8273
Allied Advertising	DUnkirk 7-7331
Anderson-McConell	WEbster 8139
Associated Advertising Agency, Inc.	DUnkirk 8-3145
Atherton Advtg.	WEbster 3-3488
N. W. Ayer & Son	HEmpstead 4871
Ball & Davidson, Inc.	YOrk 7947
Banning Co.	DUnkirk 8-3456
Bass-Luckoff of Hollywood	BRadshaw 2-3396
Ted Bates, Inc.	HOllywood 9-2161
Batten, Barton, Durstine & Osborn (Hollywood)	HOllywood 9-7337
(Los Angeles)	WEbster 1-1234
Beaumont & Hohman, Inc.	MAdison 9-2676
Benton & Bowles, Inc.	HIllside 9151
Berghoff Associates, Inc.	BRadshaw 2-2625
Biow, Inc.	Hempstead 2377
W. Earl Bothwell, Inc.	GRanite 6114
Botsford, Constantine & Gardner	VAndyke 0796
Brisacher, Wheeler & Staff	WEbster 8143
Buchanan & Co.	DUnkirk 8-2313
Leo Burnett Co. Inc.	DUnkirk 8-8131
Campbell-Ewald Co.	RIchmond 6204
Cecil & Presbry, Inc.	HEmpstead 2324
Coleman-Jones	MAdison 6-5869
Compton Advertising, Inc.	HOllywood 9-8107
Cunningham & Walsh, Inc.	GRanite 6131
Dancer, Fitzgerald & Sample, Inc.	HUdson 2-3256
Davis, Harrison, Simmonds	HUdson 2-2311
Roy S. Durstine Inc.	DUnkirk 8-3411
Erwin-Wasey & Co., Ltd.	WEbster 1-1211
William Esty & Company	HUdson 2-3366
Ted H. Factor	DUnkirk 8-8111
Dick Fishell & Assoc.	CRestview 5-4557
Foote, Cone & Belding (H'wood)	HOllywood 9-6265
Foote, Cone & Belding (L. A.)	MIchigan 7651
Frank Ford	GLadstone 1768
A. Newton Free Co.	MIchigan 1195
John F. Freiburg & Co.	NOrmandy 3-2111

General Advtg. ..... HEmpstead 5129
Glasser-Gailey ..... DUnkirk 4-2141
Glenn Gordon ..... VAndick 1466
Grant Adv. Inc. ..... HOllywood 9-5371
Will Grant ..... TRinity 1384
Harrington-Whitney & Hurst ..... WEbster 3-5577
Heasley & Heasley ..... CRestview 5-6875
Hixson & Jorgensen, Inc. ..... MUtual 8331
Honig-Cooper Co. ..... PRospect 5317
Irwin-McHugh ..... BRadshaw 2-5455
W. C. Jeffries Co. ..... DUnkirk 2-8271
Dana Jones Co. ..... TUcker 6131
Raymond Keane ..... WEbster 1-1489
Edwards S. Kellogg Co. ..... DUnkirk 2-8811
Kenyon & Eckhardt ..... HIllside 8368
William Kester ..... HIllside 9251
J. B. Kiefer ..... DUnkirk 2-8373
Kudner, Inc. ..... HEmpstead 4815
Lander-Young ..... DUnkirk 8-7194
Lennen & Mitchell, Inc ..... CRestview 1-7221
Lockwood-Shackelford ..... DUnkirk 8-3121
Dudley L. Logan ..... MAdison 9-1604
Mack-Wharton ..... RIchmond 7-5477
Mays & Co. ..... TRinity 8534
McCann-Erickson ..... HIllside 8268
McKee, Burns & Mckee ..... HOllywood 9-1109
McNeill & McCleery ..... HUdson 2-2337
Dan B. Miner ..... TRinity 9711
Thomas Moody & Assoc. ..... DUnkirk 2-1127
Raymond R. Morgan ..... HEmpstead 4191
H. C. Morris & Co., Inc. ..... HIllside 8233
Murray-Dymock-Carson, Inc. ..... WEbster 5277
Needham, Louis & Brorby ..... HUdson 2-2391
Nelson Advtg. Service ..... MIchigan 0548
Mike Newman & Associates ..... HUdson 2-1208
N. J. Newman ..... TRinity 7664
Pacific Advtg. Service ..... PRospect 5803
Lyman Peters, Inc. ..... CHarleston 5-3619
Wesley H. Porter ..... HEmpstead 1590
L. W. Ramsey Co. ..... HOllywood 9-3523
Larry Raymond Co. ..... YOrk 8125
Lee Ringer Advtg. ..... DUnkirk 7-8131
Roche-Eckoff & Assoc. ..... HOllywood 9-5363
Rockett-Lauritzen ..... REpublic 2-9141
Ross-Gardner-White ..... DUnkirk 7-7211
Ruthrauff & Ryan ..... HIllside 7593
Ross Sawyer ..... WEbster 6275
Scholts Advtg. Service ..... MIchigan 2396
Russel M. Seeds ..... HUdson 2-1206
Seidel Advtg. ..... HUdson 2-7296
The Shaw Co. ..... MUtual 5161
Dean Simmons ..... WEbster 2-5787
Smith, Bull & McCreery ..... HEmpstead 5671
Barton A. Stebbins ..... TRinity 8821
Sudler Co. ..... TRinity 0709
Sullivan, Stauffer, Colwell & Bayles, Inc. ..... HIllside 2119
Taggert & Young ..... WEbster 3-8108
J. Walter Thompson Co.
(Hollywood) ..... HIllside 7241
(Los Angeles) ..... MAdison 2661
The Tullis Co. ..... HEmpstead 6831
Universal Advtg. ..... HIllside 8218
Van der Boom Hunt, McNaughton, Inc. ..... MAdison 6-8337
Wade Advtg. ..... MIchigan 8608
Warwick & Legler ..... HEmpstead 8163
R. W. Webster ..... MAdison 9-2283
Milton Weinberg Co. ..... TUcker 4111
Adolphe Wenland ..... CRestview 4-5241
Ward Wheelock Co. ..... HIllside 9221
Western Advtg. Inc. ..... DUnkirk 7-7367
Young & Rubicam ..... HOllywood 9-2734

Radio-TV Program and Transcription Cos.

Audio-Video Recorders, Inc. ..... CRestview 5-4373
Bill Bates ..... HEmpstead 6062
B & B Recording Studios ..... THornwall 1397
George R. Bentel & Assoc. ..... GRanite 8608
Walter Biddick Co. ..... RIchmond 6184
Capitol Records ..... HOllywood 9-8171
The Cardinal Co. ..... HEmpstead 1177
Eddie Chevie Productions ..... CRestview 4-5403
Leslie Clucas ..... HOllywood 5111
Columbia Records, Inc. ..... BRadshaw 2-5411
Commodore Productions ..... HOllywood 9-8229
Bing Crosby Enterprises ..... BRadshaw 2-2771
Crosby & Fogle ..... GRanite 3171
Des Autels & Graham ..... HUdson 2-2291
Jerry Devine Productions ..... HUdson 2-1228
Eccles Recordings, Inc. ..... HIllside 8351
Electro-Vox Recording Studio ..... GLadstone 2189
Bruce Eells & Assoc. ..... HOllywood 9-5869
Jerry Fairbanks Productions ..... HUdson 2-1101
Finley Transcriptions, Inc. ..... BRadshaw 2-5841
Five Star Productions ..... HOllywood 9-5280
General Artists Corp. ..... CRestview 1-8101
General Radio Productions ..... BRadshaw 2-6211
Mitchell Gerts Agency, Inc. ..... CRestview 4-5491
Grace Gibson Productions ..... GRanite 5543
John Guedel Productions ..... HEmpstead 5186
Andrew G. Hickox Productions ..... HOllywood 9-2281
Hollywood Central Recording Studio ..... HEmpstead 0270
Hollywood Music Recording Studios ..... HEmpstead 5407
Inter-Calif. Bcstg. System ..... MUtual 2759
Robert Kenneth James, Inc. ..... CRestview 4-6041
Robert Joseph Television Productions ..... SUnset 1-1331
Lawrence & Lee Productions ..... GLadstone 5242
Lawrence Productions ..... GRanite 5543
C. P. MacGregor Sound Studios ..... DUnkirk 4-4191
Ted MacMurray & Co. ..... HIllside 4305
Mayfair Transcription Co. ..... CRestview 1-8151
Fred C. Mertens & Assoc. ..... DUnkirk 3-7372
Les Mitchel Productions ..... FLorida 3-1105
Monogram Radio Programs, Inc. ..... GLadstone 8045
Music City ..... HOllywood 9-8211
Ed Paul Phillips Agency ..... HUdson 2-7245
Precision Recording Co. ..... PLeasant 5-7633
George Logan Price, Inc. ..... DUnkirk 3-7372
Radio Recorders, Inc. ..... HEmpstead 3282
Radiovision Productions ..... HOllywood 9-7079
RCA, Victor Division ..... HIllside 5171
(Recording Studios) ..... HEmpstead 6811
Jack Rourke Productions ..... HEmpstead 7178
James L. Saphier Agency, Inc. ..... CRestview 1-7231
Script Associates ..... MAdison 6-6476
Sentinel Productions ..... HEmpstead 6828
Standard Radio Transcription Service, Inc ..... WEbster 9181
Richard Strout Productions ..... HIllside 2-2145
Studio & Artists Recorders ..... HIllside 8241
Sunshine Audio Sales & Service ..... OREgon 2-1434
Teevee Film Co. ..... CRestview 1-0704
Tel-Air Associates ..... GLadstone 2070
Telefilm, Inc. ..... HOllywood 9-7205
Telemount Pictures, Inc. ..... HOllywood 9-8371
Telepix Corp. ..... HIllside 8351
Tele-Radio, Inc. ..... CRestview 6-7371
Tele-Sound Productions ..... HEmpstead 0270
Television Films of America ..... GLadstone 2624
Teleways Radio Productions ..... BRadshaw 2-1447
The Thomas Co. ..... HIllside 6564
TV Ads. Inc. ..... DUnkirk 8-1323
20th Century Television ..... CRestview 5-6875
United Productions of America ..... CHarleston 0-7171
Universal Recorders ..... HOllywood 9-8282
Vallee-Video ..... HIllside 6118
Wilding Picture Productions of Calif. ..... WEbster 0183
Fletcher Wiley Productions ..... HOllywood 9-1212
Hal Wilson Productions ..... HOllywood 9-1714
Herbert Wixson ..... SUnset 2-3580
World Broadcasting System ..... HEmpstead 5121
WRS, Recording Lab. ..... GLadstone 1454
Frederic W. Ziv ..... HEmpstead 5121

Radio-TV Phone Numbers in LOS ANGELES

Radio Artists Agencies

Larry Allen	HEmpstead 0421
American Federation of Radio Artists	HIllside 5125
Artists Agency Corp.	CRestview 6-1071
Stanley Bergerman	CRestview 6-3196
Phil Bloom	CRestview 4-6064
Business Administration Co.	CRestview 6-7071
Century Artists	HUdson 2-1283
Cinema Authors & Artists Agcy.	CRestview 6-6241
Columbia Artists Management	HEmpstead 5316
Hallam Cooley Agcy.	CRestview 5-6161
Jack Creamer	GLadstone 9683
Everett N. Crosby	BRadshaw 2-2771
Ken Dolan & Co.	HOllywood 9-3558
Famous Artists	CRestview 1-5222
Federal Artists Corp.	CRestview 5-5251
Ferry & Pickman	CRestview 5-4588
Frederick Bros.	CRestview 1-6244
General Artists	CRestview 1-8101
Mitchell Gertz	CRestview 4-5491
Bruce Gear	CRestview 5-1660
Goldstone Agcy.	CRestview 6-1071
Mitchell J. Hamilburg	CRestview 5-4171
Hartford Agency	CRestview 4-5416
Lou Irwin	CRestview 1-7131
Sam Jaffe	CRestview 6-6121
Paul Kohner	CRestview 1-5165
Earl Kramer	CRestview 6-2338
Levee-Short	CRestview 5-0626
Levee-Stark	CRestview 1-5781
A. & S. Lyons	CRestview 1-6131
McConkey Artists Corp.	HEmpstead 7141
MCA Artists, Ltd.	CRestview 6-2001
Monter-Gray	CRestview 1-1191
William Morris	CRestview 1-6161
George Rosenberg	CRestview 1-8121
Radio Registry	HIllside 8321
Radio Artists Corp.	CRestview 1-7111
Art Rush	HIllside 5161
The Salkow Agcy.	CRestview 1-9134
James L. Saphier	CRestview 1-7231
Schwarz Agency	CRestview 4-6301
Louis Shurr	CRestview 1-1116
Edward Sherman	CRestview 5-0186
Stempel-Olenick	CRestview 1-7141
A. George Volck	CRestview 6-3121
D. M. Winkler	CRestview 1-7244
Chas. Wendling	CRestview 6-2348

Publications

Broadcasting-Telecasting	HEmpstead 8181
Hollywood Reporter	HIllside 7411
RADIO DAILY	GLadstone 8436
Radio Life	HIllside 9275
Radio News	TUcker 9213
Variety	HOllywood 1141
Radio Artists Directory	HIllside 0101

Radio-TV Audience Surveys

Coffin, Cooper & Clay, Inc.	HUdson 2-7251
Facts Consolidated	WY 3181
C. E. Hooper, Inc.	HOllywood 9-3553
Moffett Research Co.	HEmpstead 5653

Radio-TV, Govt. Phone Numbers in WASHINGTON, D. C.

Federal Departments and Agencies

American National Red Cross	REpublic 8300
Archives, National	DIstrict 0520
Capitol U. S. (Senate, House of Reps.)	NAtional 3120
Censors, Bureau of the	TRinidad 3000
Commerce, Department of	STerling 9200
Copyright Office—Library of Congress	NAtional 2722
Court of Customs & Patent Appeals	NAtional 4696
Executive Mansion	NAtional 1414
FEDERAL COMMUNICATIONS COMMISSION	EXecutive 3620
Federal Trade Commission	Executive 6800
Government Printing Office	DIstrict 6840
Interior, Department of the	REpublic 1820
Justice, Department of	REpublic 8200
Labor, Department of	EXecutive 2420
National Labor Relations Board	STerling 7373
National Military Establishments	
Air Force, Department of The	REpublic 6700
Army, Department of The	REpublic 6700
Navy, Department of The	REpublic 7400
National Research Council	EXecutive 8100
Patent Office	STerling 1200
Post Office Department	DIstrict 5360
Radio Correspondents' Galleries—Capitol (Senate & House of Reps.)	NAtional 3120
Radio Script & Transcription Exchange	REpublic 1820, Ext. 2225
State, Department of	REpublic 5600
Supreme Court of The U. S.	EXecutive 1640
White House	NAtional 1414
Blair House	REpublic 1681

Non-Governmental

Clear Channel Broadcasting Service	EXecutive 0255
Frequency Modulation Ass'n	HUdson 7170
National Association of Broadcasters	DEcatur 9300
National Press Club	REpublic 2500
RADIO DAILY	WIsconsin 3271
	HObart 7627
	NAtional 2292
Radio Manufacturers' Association	NAtional 4901

AM Radio Stations

WARL	OWens 7800
WBCC	OLiver 2800
WEAM	OWens 7100
WFAX	FAlls Church 0900
WGAY	SHepherd 1050
WINX	REpublic 8000
WMAL	NAtional 5400
WOL	MEtropolitan 0010
WOOK	STerling 7265
WPIK	OVerlook 3000
WQQW	EXecutive 8676
WRC	REpublic 4000
WTOP	MEtropolitan 3200
WWDC	NAtional 7203

FM Radio Stations

WASH-FM	DIstrict 1356
WCFM	REpublic 8688
WRC-FM	REpublic 4000
WWDC-FM	NAtional 7203

Television Stations

WMAL-TV	NAtional 5400
WNBW	REpublic 4000
WOIC	STerling 0600
WTTG	STerling 5300

News Services

Associated Press	DIstrict 1500
International News Service	NAtional 1733
Transradio Press	NAtional 1178
United Press	EXecutive 3420

NBC...America's No.1

In the long run, it's results that count . . . solid, measurable results that have linked these national advertisers to NBC year after year, together with dozens of other leaders now building up similar long runs. . . . obvious effectiveness that in 1949 won 24 new network sponsorships for NBC . . . busiest network in America.

THE NATIONAL BROADCASTING COMPANY

A service of Radio Corporation of America

on NBC for more than 20 years:

The American Tobacco Company

Bristol-Myers Company

Cities Service Company

General Foods Corporation

General Mills, Incorporated

Standard Oil Company of California

National Dairy Products Corporation

The Procter & Gamble Company

Radio Corporation of America

Sterling Drug, Incorporated

Sun Oil Company

on NBC for more than 10 years:

Brown & Williamson Tobacco Corporation

Advertising Medium

on NBC for more than 15 years:

American Home Products Corporation

B. T. Babbitt, Incorporated

Colgate-Palmolive-Peet Company

The Firestone Tire and Rubber Company

S. C. Johnson & Son, Incorporated

Miles Laboratories, Incorporated

Philip Morris & Company, Ltd., Inc.

Campana Sales Company

E. I. du Pont de Nemours & Company, Inc.

Lever Brothers Company

Lewis-Howe Company

Liggett & Myers Tobacco Company

Manhattan Soap Company

The Pure Oil Company

R. J. Reynolds Tobacco Company

Skelly Oil Company

BENRUS SALUTES

the more than 150 radio stations coast to coast which broadcast Benrus time signals and announcements to approximately 28,000,000 radio homes daily. Also the many TV stations televising Benrus sight-sound spots to select audiences in key metropolitan areas.

BENRUS

*official watch of famous airlines**

*Reg. U. S. Pat. Off.



RADIO HOLDING ITS OWN AS TELEVIEWING EXPANDS

by
BILL SILAG
Staff Writer, Radio Daily

A STATISTICAL analysis of TV's highly publicized impact on audio broadcasting reveals, on an overall basis, that radio is more than holding its own in set ownership, estimated listening hours and time and talent billings.

As of January 1, 1950, there were in operation almost 3,000 AM and FM stations blanketing the country as against only 98 video outlets in slightly more than 50 cities each servicing a 40-mile listening area. And, as of this writing, there are in use in excess of 80 million audio receivers as compared with an estimated four million TV sets.

•

A. G. Neilsen, of Neilsen-Ratings, says that radio homes have increased from 28,000,000 in 1940 to 39,281,000 this year. He says that it would be a "serious error" for advertisers to conclude now that radio is all washed up and that advertising appropriations should be shifted to other media.

He points out that the increase in radio homes has been accomplished by an increase in listening hours per home, and bolsters this statement by directing attention to the 129,000,000 home listening hours in the Jan.-March period of 1943 as compared with the 198,000,000 listening hours in the comparable 1949 period.

Nielsen says that TV's impact on daytime radio listening is negligible following the introduction of a TV receiver into the home, but adds that the impact is more telling in the evening hours. He reports that in the first four months of 1949, radio listening was down only 2 per cent in all areas, only 5 per cent (presumably an effect of TV) in metropolitan areas, and was up 4 per cent in medium cities and 2 per cent in small towns and rural areas.

Any predictions, he admits, regarding future TV effects on radio involves many unresolved questions; however, in 1954, says Nielsen, 38 per cent of the 13,100,000 radio homes in 500,000 population cities will have TV; 36 per cent of the 13,800,000 radio homes in 5,000 to 500,000 population cities will be TV equipped; and, in rural areas, only 4 per cent of an estimated 16,100,000 radio homes will have video.

Considering radio listening in TV equipped homes, the *Second Quarterly Status of The Television Industry* states that while AM listening declined immediately following the introduction of video into the home, it gradually increased again over a twelve month period until, during the last four months, it settled at a point not far below that originally held. It reported a daily average in radio listening of 3.97 hours at the end of 12 months as against an original average of 4.13 listening hours before TV's introduction into the home.

•

Business-wise, TV affected radio not at all during 1949, nor should it in 1950. Major advertisers, in appropriating TV expenditures, are not changing their radio appropriations for the coming year. Predictions by web execs are for a record radio year in 1950, an opinion which has the full concurrence of agency chiefs, advertisers, trade associations and others who should know.

NBC Research predicts that national spot sales will increase in 1950, as will local station billings; and says that the record breaking web sales of recent years will decline only slightly. $676,000,000 in radio time expenditures are anticipated for this year.

Video, as radio's chief competitor, should not be underestimated by broadcasters; but the time has not yet come when it should be held in awe. As NBC chief Joseph McConnell says, 1950 will be a good year for "all of us in the radio industry who are nimble of foot and mind."

"Direct From Paris"

RDF

THE FRENCH BROADCASTING SYSTEM (RDF)
OFFERS YOU FREE OF CHARGE A REGULAR TRANSCRIBED SERVICE

MUSICAL PROGRAMS

Symphonic
Folklore
Popular





ENTERTAINMENT

Theatre
Arts
Books

WOMEN'S PROGRAMS

Fashion
Cuisine
Home Life



AND BY SPECIAL SHORTWAVE FEED
ON-THE-SPOT NEWS • INTERVIEWS • REPORTS

These broadcasts are distributed to American stations as part of a goodwill program to promote better understanding between the peoples of France and the U. S.

THE FRENCH BROADCASTING SYSTEM

PIERRE CRENESSE — *Director in North America*

934 Fifth Avenue • New York 21, N. Y. • REgent 4-1501

NEWS SERVICES

☆

Associated Press

New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

Executive Director.....Kent Cooper
General Manager.....Frank J. Starzel
Asst. General Manager for Radio.....Oliver Gramling
Secretary.....Lloyd Stratton
Assistant Secretary.....Charles Honce
Radio News Editor.....Tom O'Neil

International News Service

New York—235 East 45th Street.....MUrray Hill 7-8800

Executives

General Manager.....Seymour Berkson
Editor-In-Chief.....Barry Faris
Sales Manager.....Frank J. Nicht
Business Manager.....William B. Goode

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

President.....Kent Cooper
V.P. and Assistant General Manager.....Oliver Gramling
Radio News Director.....Tom O'Neil

Reuters

New York—Times Bldg., 229 West 43rd Street.....BRyant 9-8558

Executives

Manager.....D. Kimpton Rogers
News Editor.....A. W. V. King
Accountant.....M. Hathaway
Chief Washington Correspondent.....Paul Scott Rankine

Transradio Press Service, Inc.

New York—521 Fifth Avenue.....MUrray Hill 2-4053-4

Executives

Chairman of the Board.....Herbert Moore
President.....Robert E. Lee Moore
V.P. and General News Manager.....Rex R. Goad

United Press Associations

New York—220 East 42nd Street.....MUrray Hill 2-0400

Executives

President.....Hugh Baillie
Vice-President & General Business Manager.....Jack Bisco
V.P. and General News Manager.....Earl J. Johnson
Radio News Manager.....Phil Newsom
Generol Sales Manager.....Leroy Keller
Radio Sales Manager.....Alfred F. Harrison

Still the best mousetrap...



In all advertising, there's only one medium where one advertiser reaches over half the families of the country... 21,000,000 families! ...with one program in one month. He does it with Network Radio... on CBS.*

The Columbia Broadcasting System

*And forty-nine other CBS advertisers reach their customers... everywhere in America week in, week out ...at an average cost of approximately 85¢ per thousand people, the lowest cost of *actual "advertiser circulation"* in all major advertising media today.



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The Columbia Broadcasting System

*And forty-nine other CBS advertisers reach their customers... everywhere in America week in, week out ...at an average cost of approximately 85¢ per thousand people, the lowest cost of *actual "advertiser circulation"* in all major advertising media today.

A single symbol
and four significant
words . . . to convey
a new concept
of network radio
in 1950:



COPYRIGHT, 1950, THE MUTUAL BROADCASTING SYSTEM, INC.

NON-COMMERCIAL AM STATIONS OF THE U. S.

As Listed By The Federal Communications Commission, Jan. 1, 1950

City	*Call Letter*	*Licensee*	*Freq. (Kc.)*	*Power (Watts)*
		CALIFORNIA		
Los Angeles	KFSG	Echo Park Evangelistic Assn.	1150	2500 d;1000 n
Pasadena	KPPC	Pasadena Presbyterian Church	1240	100
		COLORADO		
Denver	KPOF	Pillar of Fire	910	5000 d;1000 n
		ILLINOIS		
Chicago	WMBI	The Moody Bible Inst.	1110	5000
Urbana	WILL	University of Illinois	580	5000 d
		INDIANA		
La Fayette	WBAA	Purdue University	920	5000 d;1000 n
		IOWA		
Ames	WOI	Iowa State College	640	5000 d
Boone	KFGQ	Boone Biblical College	1260	250 d
Decorah	KWLC	Luther College	1240	250
Iowa City	WSUI	The State U. of Iowa	910	5000
		KANSAS		
Lawrence	KFKU	University of Kansas	1250	5000
Manhattan	KSAC	Kansas State College	580	5000 d; 500 n
		MICHIGAN		
East Lansing	WKAR	Michigan State College	870	5000 d
Lapeer	WMPC	The Liberty St. Gospel Church	1230	250
		MINNESOTA		
Minneapolis-St. Paul	KTIS	Nwstrn. Theo. Sem.	900	1000 d
Minneapolis-St. Paul	KUOM	University of Minn.	770	5000 d
Northfield	WCAL	St. Olaf College	770	5000 d
		MISSOURI		
Clayton-St. Louis	KFUO	Lutheran Church-Mo. Synod	850	5000
		NEW JERSEY		
Zaraphath	WAWZ	Pillar of Fire	1380	500 d;1000 n
		NEW YORK		
Brooklyn	WBBR	Watch Tower Soc.	1330	5000
New York	WNYC	City of N. Y.	830	1000
		NORTH DAKOTA		
Grand Forks	KFJM	U. of North Dakota	1440	1000 d; 500 n
		OHIO		
Columbus	WOSU	The Ohio State U.	820	5000
		OKLAHOMA		
Norman	WNAD	U. of Oklahoma	640	1000 d
		OREGON		
Corvallis	KOAC	Oregon State Agric. College	550	5000
Portland	KBPS	Benson Polytechnic School	1450	100
		PENNSYLVANIA		
Grove City	WSAJ	Grove City College	1340	100
		SOUTH DAKOTA		
Rapid City	WCAT	S. Dak. Sch. of Mines & Tech.	1230	100 d
Vermillion	KUSD	University of South Dakota	920	500
		WASHINGTON		
Pullman	KWSC	State College of Wash.	1250	5000
		WISCONSIN		
Madison	WHA	University of Wisconsin	970	5000 d
Stevens Point	WLBL	State of Wisc., Dept. of Agric.	930	5000 d



Some sales are more profitable than others.

American Broadcasting Company

ABC

NEW YORK · CHICAGO · DETROIT
LOS ANGELES · SAN FRANCISCO





. So sell hardest where you sell best!

NO MATTER WHAT YOU HAVE TO SELL

ABC

COVERS AMERICA'S BEST MARKETS—*EFFICIENTLY!*



Some sales are more profitable than others . . . . . So sell hardest where you sell best!

American Broadcasting Company

ABC

NEW YORK · CHICAGO · DETROIT
LOS ANGELES · SAN FRANCISCO





NO MATTER WHAT YOU HAVE TO SELL

ABC

COVERS AMERICA'S BEST MARKETS—*EFFICIENTLY!*

How One Advertising Agency Looks At Television

No one knows all the answers, today.

But it is unsafe, we believe, to regard Television as anything *less* than potentially the greatest advertising medium yet known.

Believing that, we have, in the last five years spared no effort to develop facilities which will enable Y&R clients to get an outstanding value for every dollar spent in the Television field.

And we have told our clients what we believe ourselves: that outstanding values are now, and will be increasingly, available.

Young & Rubicam supervises and directs TV advertising for the following clients:

TELEVISION SHOWS

CLIENT	*PROGRAM*
Duffy-Mott Company, Inc.	"Hollywood Screen Test"
Dictaphone Corporation	"Manhattan Spotlight"
General Electric Company	"The Fred Waring Show"
General Foods Corporation	
Jello Family of Desserts	"The Aldrich Family"
Sanka Coffee	"The Goldbergs"
Gulf Oil Corporation	"We, The People"
Goodyear Tire & Rubber Co., The	"The Goodyear-Paul Whiteman Revue"
International Silver Company	"Silver Theater"
Lipton, Inc., Thomas J.	"Arthur Godfrey's Talent Scouts"
Schlitz Brewing Company, Jos.	"Schlitz Family Parade"
Packard Motor Car Company	"Holiday House"

TELEVISION SPOT CAMPAIGNS

Borden Company, The	General Foods Corporation	Simmons Company
Bristol-Myers Company	Johnson & Johnson	Petri Wine Company
Duffy-Mott Company, Inc.	O-Cedar Cor'n.	

YOUNG & RUBICAM, INC.

Advertising — New York Chicago Detroit San Francisco Hollywood
Montreal Toronto Mexico City London

BUSINESS

Agency and Sponsor Network Billings

□

Research Firms

□

Advertising Agencies

□

Radio-TV Station Representatives

NINETEEN FIFTY



America runs on

BULOVA

TIME

Again in 1949, as in years past—more Americans chose BULOVA than any other fine watch in the world.

Again, we at BULOVA depended more and more on spot radio and spot television as our principal advertising media. And, we know that the success of these campaigns was due, to a large extent, to the magnificent cooperation of the radio and television stations and their representatives throughout the country.

So, once again, to all of you—our sincere appreciation. We look forward to many more years of pleasant and profitable association.

BULOVA WATCH COMPANY, INC.

FIFTH AVENUE NEW YORK

Network Billings

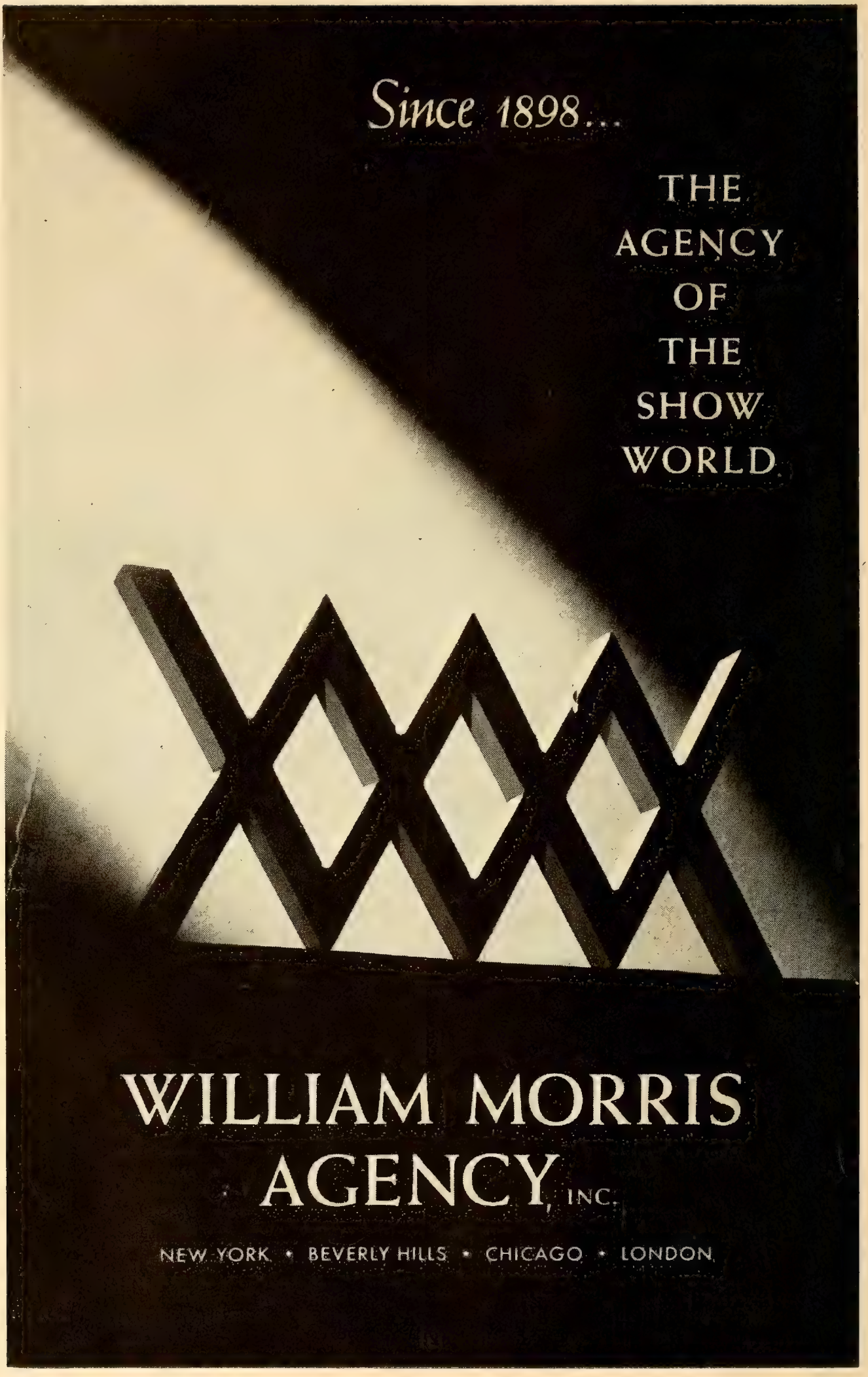
AGENCY AND SPONSOR

American Broadcasting Co. 1949 Agency Gross Billings

Dancer-Fitzgerald-Sample, Inc.	$5,185,036
J. Walter Thompson Company	3,586,220
McCann-Erickson, Inc.	2,202,688
Lennen & Mitchell, Inc.	2,122,919
Hutchins Advertising Co., Inc.	1,961,929
Leo Burnett Company, Inc.	1,916,781
The Biow Company, Inc.	1,818,107
Wm. H. Weintraub & Co., Inc.	1,599,396
Kudner Agency, Inc.	1,551,131
Young & Rubicam, Inc.	1,101,951
Batten, Barton, Durstine & Osborn, Inc.	1,178,775
Compton Advertising, Inc.	1,071,156
Tatham-Laird, Inc.	1,036,808
Warwick & Legler, Inc.	983,752
Maxon, Incorporated	915,375
Cecil & Presbrey, Inc.	926,891
C. J. La Roche & Co., Inc.	818,138
Sherman & Marquette	813,275
Benton & Bowles, Inc.	809,960
Lawrence C. Gumbinner Adv. Agency, Inc.	809,838
Knox Reeves Advertising, Inc.	778,919
Sullivan, Stauffer, Colwell & Bayles, Inc.	664,231
Needham, Louis & Brorby, Inc.	636,198
Doherty, Clifford & Shenfield, Inc.	607,191
Robert W. Orr & Associates, Inc.	602,382
Geyer, Newell & Ganger, Inc.	492,976
The Joseph Katz Company	396,722
Weinstein & Company	360,352
Roche, Williams & Cleary, Inc.	355,238
H. B. Humphrey Company	348,410
R. H. Alber Company	344,381
Hixson & Jorgensen, Inc.	324,724
Weiss & Geller, Inc.	288,870
MacManus, John & Adams, Inc.	283,951
Raymond Spector Company, Inc.	266,580
Foote, Cone & Belding	241,083
Zimmer-Keller, Inc.	225,631
Roy S. Durstine, Inc.	218,168
Lambert & Feasley, Inc.	202,341
Buchanan & Company, Inc.	170,272
Thwing & Altman, Inc.	160,587
Grey Advertising Agency, Inc.	139,092
Klau-Van Pieterson-Dunlap Associates	137,811
Tucker Wayne & Company	134,151
Western Adv. Agency, Inc.	125,389
Huber Hoge & Sons	110,180
Gotham Adv. Company, Inc.	105,722
Gardner Advertising Co.	67,021
Hirshon-Garfield, Inc.	61,977
Liller, Neal & Battle Adv. Agency	59,544
The Clements Company, Inc.	58,711
W. L. Gleeson & Company	48,757
Morey, Humm & Johnstone, Inc.	41,015
John C. Dowd, Inc.	38,472
Ewell & Thurber Associates	27,807
MacKenzie-Advertising	24,704
Politicals	24,428
Beaumont & Hohman, Inc.	21,160
Lockwood-Shakelford	20,596
John F. Murray Adv.	15,780
Russell, Harris & Wood, Inc.	13,546
Pacific National Advertising	13,352
Irwin-McHugh Adv. Agency	13,260
Charles W. Hoyt Company, Inc.	13,101
No Agency	11,808
Hill & Knowlton, Inc.	11,761
Wiltman & Callahan	11,710
Furman, Feiner & Co., Inc.	11,181
Philip J. Meany Company	11,036
Brisacher, Van Norden & Staff, Inc.	6,720
Raymond R. Morgan Co.	6,240
Abbott Kimball Co., Inc.	5,981
Cowan & Whitmore Adv. Agency	4,969
Honig-Cooper Company	2,160
Glasser-Gailey, Inc.	1,110
West-Marquis, Inc.	1,050
TOTAL	$42,312,225

Mutual Broadcasting System 1949 Agency Gross Billings

Cecil & Presbrey, Inc.	$ 1,872,202
Wade Advertising Agency	1,159,329
J. Walter Thompson Co.	1,211,655
McCann-Erickson, Inc.	1,066,566
Sherman & Marquette, Inc.	956,559
Neal D. Ivey Co.	919,121
Gardner Advertising Co., Inc.	861,419
Benton & Bowles, Inc.	757,195
Kudner Agency, Inc.	688,810
Grey Advertising Agency, Inc.	580,802
Roy S. Durstine, Inc.	566,737
William H. Weintraub Co., Inc.	561,593
Grant Advertising, Inc.	490,180
Sullivan, Stauffer, Colwell & Bayles, Inc.	475,537
Erwin Wasey & Co., Inc.	461,612
Ruthrauff & Ryan, Inc.	456,978
Gotham Advertising Co., Inc.	428,589
Aubrey, Moore & Wallace, Inc.	402,204
Hill Blackett & Co.	387,239
Brown Radio Productions, Inc.	360,302
Walker & Downing	355,345
Stanley G. Boynton Advertising Co.	322,481
Western Advertising, Inc.	299,130
Maxon, Inc.	278,918
H. B. Humphrey Co.	221,478
Huber & Sons, Hoge	211,203


Since 1898...
THE AGENCY OF THE SHOW WORLD
WILLIAM MORRIS AGENCY, INC.
NEW YORK • BEVERLY HILLS • CHICAGO • LONDON

O'Neil, Larson & McMahon	172,332
Dorland, Inc.	155,917
Glenn-Jordan-Stoetzel, Inc.	141,668
Harry B. Cohen Advertising Co.	122,688
Evans Associates Co.	113,818
Batten, Barton, Durstine & Osborn, Inc.	100,528
St. Georges & Keyes, Inc.	70,080
Bermingham, Castleman & Pierce, Inc.	67,070
Raymond Spector, Inc.	63,018
Ewell & Thurber Associates	62,774
Tracy-Locke Co., Inc.	49,939
Ralph H. Jones Co.	45,960
Van Sant, Dugdale & Co., Inc.	44,405
William Esty Co., Inc.	32,860
Crook Advertising Agency	30,740
Weston-Barnett, Inc.	23,551
Klinger Advertising Corp.	20,488
Henri, Hurst & McDonald, Inc.	18,759
Charles W. Hoyt Co., Inc.	14,560
J. M. Mathes, Inc.	11,352
Brook, Smith, French & Dorrance, Inc.	8,811
Sorensen & Co.	8,800
Counselors Advertising Co.	5,876
Furman & Feiner Co., Inc.	5,801
Raymond R. Morgan Co.	5,421
Smith, Bull & McCreery, Inc.	5,340
Leo Burnett Co., Inc.	4,518
Brooks & Co.	4,096
Buchanan & Co., Inc.	2,901
Charles Schlaifer & Co., Inc.	1,371
TOTAL	$18,071,695

American Broadcasting Co. 1949 Sponsor Expenditures

General Mills, Inc.	$ 4,805,036
Sterling Drug, Inc.	2,392,910
Swift & Company	2,236,418
P. Lorillard Company	2,122,919
Pillsbury Mills, Inc.	2,051,016
Philco Corporation	1,961,929
The Quaker Oats Co.	1,631,713
Pepsi-Cola Company	1,438,111
Libby, McNeill & Libby	1,335,712
The Procter & Gamble Co.	1,071,156
A. & M. Dept. of G. E.	977,168
Equitable Life Assurance Society	909,025
Westinghouse Electric Corp.	904,137
The Norwich Pharmacal Co.	809,838
Association of Amer. Railroads	776,311
Gillette Safety Razor Co.	731,151
The Texas Company	677,225
U. S. Steel Corp. of Delaware	670,775
Derby Foods, Inc.	636,198
Kaiser-Frazer Sales Corp.	623,292
Bristol-Myers Company	607,191
General Motors Corporation	603,420
The Andrew Jergens Co.	602,382
Pacific Coast Borax Co.	581,620
Seeman Brothers, Inc.	537,160
Speidel Co.	519,169
Nash-Kelvinator Corp.	492,976
The Goodyear Tire & Rubber Company, Inc.	436,736
The Frank H. Lee Company	428,351
Philip Morris & Co., Ltd., Inc.	407,425
American Oil Company	396,722
Carter Products, Inc.	385,558
Chesebrough Mfg. Co., Cons'd.	380,148
Geo. A. Hormel & Co.	377,456
Eversharp, Inc.	365,533
United Electrical, Radio & Machine Workers of America	360,352
Revere Camera Co.	355,238
Gospel Broadcasting Assn.	344,384
Richfield Oil Corp.	324,724
Christian Science Pub. Soc.	324,448
Elgin-American Div. of Illinois Watch Case Company	288,870
Champion Spark Plug Co.	283,954
Smith Brothers	278,673
Bruner-Ritter, Inc.	266,580
Fruehauf Trailer Co.	225,631
Serutan Co.	218,168
H. J. Heinz Company	214,224
Phillips Petroleum Co.	202,341
Toni, Inc., Div. of Gillette Safety Razor Co.	199,683
General Foods Corporation	195,006
William H. Wise & Co., Inc.	160,587
The Drackett Co.	146,971
Club Aluminum Products Co.	143,352
Adam Hat Stores, Inc.	140,685
Miller Brewing Company	137,811
American Bakeries Company	134,154
Servel, Incorporated	130,544
Voice of Prophecy, Inc.	125,389
Lutheran Laymen's League	105,722
Petri Wine Company	101,943
Radio Offers Company	85,485
Farnsworth Tele & Radio Corp.	74,727
The U. S. Air Force Recruiting Service	67,021
The Southern Baptist Convention	59,544
P. J. Ritter Co	58,711
Globe Mills, Pillsbury Mills, Inc.	53,199
Waltham Watch Company	48,813
Dawn Bible Students Assn.	48,757
Langendorf United Bakeries, Inc.	44,160
The Anahist Co.	41,400
Richfield Oil Corp. of N. Y.	41,015
First National Stores, Inc.	38,472
Wilson Sporting Goods Co.	27,806
Doubleday & Company, Inc.	24,995
Stanley Home Products, Inc.	24,909
Beauty Factors, Inc.	24,704
Politicals	24,428
Greystone Press	23,992
Pacific Greyhound Lines	21,160
California Medical Association	20,596
Whitehall Pharmacal Company	18,598
National Assn. of Mfrs.	17,482
Safeway Stores, Incorporated	14,030
U. S. Sixth Army Command	13,546
Fisher Flouring Mills Co.	13,352
Budget Finance Plan, Inc.	13,260
Dr. A. Posner Shoes, Inc.	13,164
Inland Steel Co.	11,761


MCA
LONDON NEW YORK CHICAGO BEVERLY HILLS SAN FRANCISCO
CLEVELAND DALLAS DETROIT BOSTON MINNEAPOLIS

United Steel Workers of Amer.	11,740
The Textile Workers' Union of America	11,184
Green Spot, Inc.	11,036
Butler Packing Company	6,720
Institute of Religious Science	6,240
Regal-Amber Brewing Co.	5,984
R. C. W. Enterprises	4,969
Fisher Body Div. Gen. Motors Corp.	4,022
Dr. Hiss Shoe Stores	2,160
Mode O'Day Corp.	1,410
Gen. Petroleum Corp. of Calif.	1,050
TOTAL	$12,312,225

Mutual Broadcasting System 1949 Sponsor Expenditures

Miles Laboratories, Inc.	$ 1,316,129
Philip Morris & Co., Ltd.	1,310,050
Johns-Manville Corp.	1,211,655
Ralston-Purina Co.	1,196,956
Ronson Art Metal Works	1,142,964
National Biscuit Co.	1,066,566
Quaker Oats Co.	956,559
Bayuk Cigars, Inc.	919,124
General Foods Corp.	757,195
U. S. Tobacco Co.	688,810
Serutan Co.	566,737
Cudahy Packing Co.	490,180
R. B. Semler, Inc.	461,612
Lutheran Laymen's League	428,589
Williamson Candy Co.	402,204
Wander Co.	387,239
Mutual Benefit Health & Accident Ass'n of Omaha	373,391
Mail Pouch Tobacco Co.	369,905
Helbros Watch Co.	363,201
Noxzema Chemical Co.	336,079
Radio Bible Class	322,181
Voice of Prophecy Inc.	299,130
Gillette Safety Razor Corp.	278,918
Christian Reformed Church	255,486
Doubleday & Co.	197,337
Trimount Clothing Co.	179,099
Rhodes Pharmacal Co.	172,332
Shotwell Manufacturing Co.	143,200
Carter Products Inc.	139,158
National Council of Protestant Episcopal Churches	128,871
Grove Laboratories, Inc.	122,688
Kaiser-Frazer Corp.	103,191
Delaware, Lackawanna & Western Coal Co.	83,581
Piedmont Shirt Co.	72,016
Benjamin Moore & Co.	70,080
Murine Co.	69,218
Conti Products Co., Inc.	67,070
Universal Carloading & Distributing Co.	63,018
Wilson Sporting Goods Co.	62,771
First Church of Christ Scientist	50,875
Burrus Mill & Elevator Co.	49,939
Miami Margarine Co.	45,960
Fram Corp.	44,405
Greystone Press	41,729
R. J. Reynolds Tobacco Co.	32,860
International Milling Co.	30,740
H. C. Cole Milling Co.	27,795
George A. Hormel Co.	25,560
American Bird Products, Inc.	23,554
Ace Markets, Inc.	20,188
Perfect Circle Co.	18,759
Political	11,511
Capeheart-Farnsworth, Inc.	11,352
Radio Offer Co.	8,962
Hudson Motor Co.	8,811
Hallicrafters Corp.	8,800
Faydrex Corp.	5,876
Shipstad & Johnson	5,310
White King Soap Co.	5,121
Wally Frank, Ltd.	4,904
Brown Shoe Co.	4,518
Charles B. Silver Co.	4,096
Paramount Pictures, Inc.	2,904
Twentieth Century-Fox Corp.	1,371
TOTAL	$18,071,695

Note: December billings estimated.

American Broadcasting Co. TV Industrial Classifications

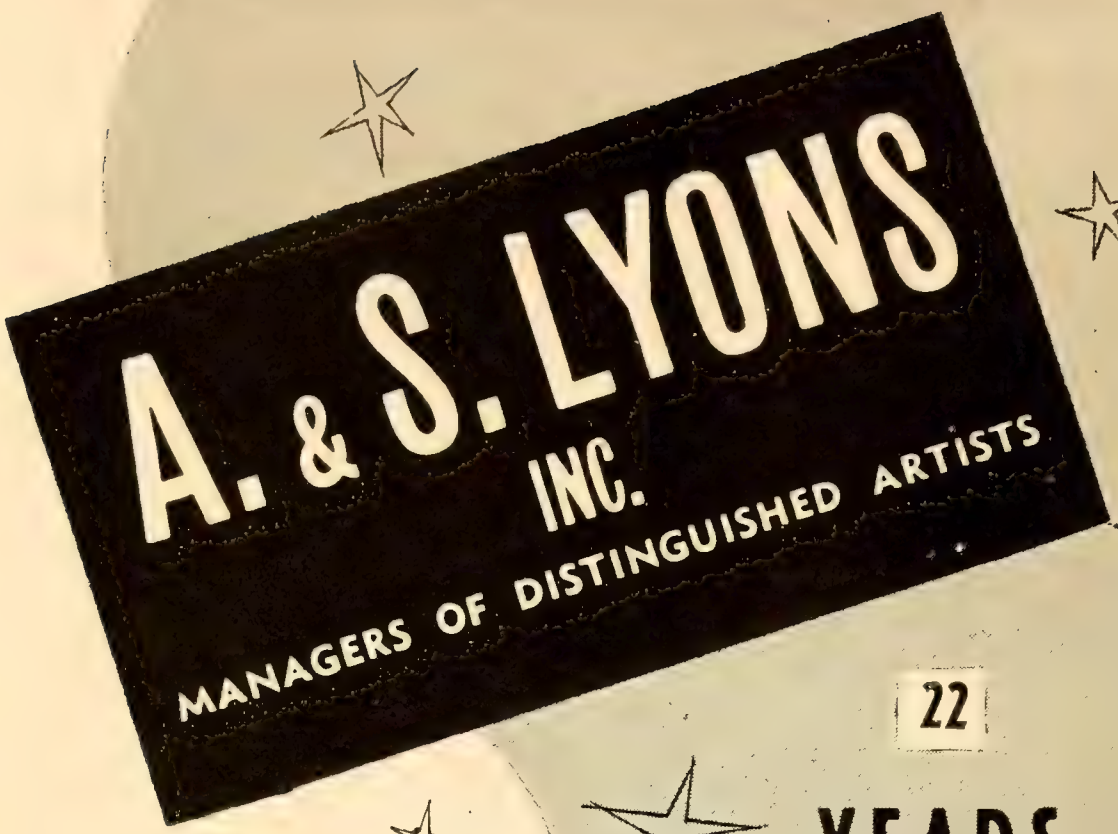
Foods and Food Products	$ 285,017
Automobiles, Trucks and Accessories	214,263
Drugs and Toilet Goods	208,577
Publications	131,063
Radios, Refrigerators, Phono & Electrical Appliances	123,169
Beverages	120,852
Cigars, Cigarettes and Tobacco	119,087
Lubricants, Petroleum Products and Fuel	80,448
Clothing and Dry Goods	33,804
Religion	31,271
Photographic Equipment	29,752
Hardware	11,643
Toys	1,560
Miscellaneous	1,485
TOTAL	$ 1,391,991

American Broadcasting Co. 1949 TV Advertisers

The B. F. Goodrich Co.	$ 132,595
Time, Inc.	131,063
The Kellogg Company	128,712
Admiral Corporation	123,169
P. Lorillard Company	114,941
Canada Dry Ginger Ale, Inc.	86,082
General Mills, Inc.	75,027
Sun Oil Company	72,958
International Cellucotton Prods. Co.	61,512
Bristol-Myers Company	60,166
The Goodyear Tire & Rubber Co.	56,855
Pal Blade Co., Inc.	52,452
Derby Foods, Inc.	47,588
Blatz Brewing Co.	34,770
Chesebrough Mfg. Co Cons'd.	33,297
Young People's Church of the Air	31,271
Bell & Howell Co.	29,752
Chevrolet Dealers Assn., Inc.	24,813
Libby, McNeil & Libby	24,780
A. Stein & Company	22,811
The Delta Mfg. Company Div. of Rockwell Mfg. Co.	11,643
A. Sagner's Son, Inc.	10,960
American Bakeries Company	8,910
The Texas Company	7,490
R. J. Reynolds Tobacco Co.	4,146
The Lionel Corp.	1,560
American Jewish Congress	1,485
Gillette Safety Razor Co.	1,150
TOTAL	$ 1,391,991

American Broadcasting Co. 1949 Gross Monthly Billings

Month	1949
January	$ 4,067,907
February	3,845,610



22

YEARS
OF
RADIO
LEADERSHIP

NEW YORK

515
MADISON
AVENUE

BEVERLY HILLS

177
SO. BEVERLY
DRIVE

March	4,238,780
April	3,893,736
May	4,030,915
June	3,387,939
July	2,788,103
August	2,544,141
September	3,076,900
October	3,404,713
November	3,406,989
December	3,656,492
TOTAL	$42,342,225

Mutual Broadcasting System 1949 Gross Monthly Billings

Month	1949
January	$ 1,876,124
February	1,677,257
March	1,775,790
April	1,757,132
May	1,788,790
June	1,403,880
July	1,133,315
August	1,119,361
September	1,178,388
October	1,667,182
November	1,316,963
December	1,376,910
TOTAL	$18,071,695

American Broadcasting Co. 1949 Industrial Classifications

Foods and Food Products	$13,818,636
Drugs and Toilet Goods	7,056,240
Radios, Refrigerators, Phono & Electrical Appliances	1,511,481
Cigars, Cigarettes and Tobacco	2,530,311
Automobile Trucks and Accessories	2,177,055
Beverages	1,695,188
Laundry Soaps and Cleansers	1,659,076
Lubricants, Petroleum Products and Fuel	1,613,077
Jewelry and Accessories	1,123,732
Insurance and Personal Loans	912,881
Household Furnishings and Accessories	852,392
Transportation and Travel	797,501
Religion	690,036
Steel	670,775
Clothing and Dry Goods	585,770
Publications	531,022
Miscellaneous	452,103
Photographic Equipment	355,238
Toys	90,451
Controversial Issues	40,986
Sporting Goods	27,807
Politicals	24,428
TOTAL	$42,342,225

Mutual Broadcasting System 1949 Industrial Classifications

Foods & Food Beverages	$ 4,518,605
Cigars, Cigarettes & Tobacco	3,325,653
Drugs & Toilet Goods	3,251,353
Jewelry & Silverware	1,506,165
Religious	1,485,435
Building Materials	1,211,655
Confectionary & Soft Drinks	545,404
Laundry & Household Supplies	495,601
Finance & Insurance	373,394
Paints & Hardware	348,998
Clothing & Dry Goods	255,633
Stationery & Publishers	239,066
Automobiles & Accessories	175,169
Miscellaneous	143,054
Lubricant, Petroleum & Fuel	83,584
Sporting Goods	62,774
Radio & Phonographs	20,152
TOTAL	$18,071,695

American Broadcasting Co. 1949 Agency TV Gross Billings

Young & Rubicam, Inc.	$ 187,918
Batten, Barton, Durstine & Osborn, Inc.	132,595
Kudner Agency, Inc.	130,659
N. W. Ayer & Son, Inc.	128,712
Lennen & Mitchell, Inc.	114,941
J. M. Mathes, Incorporated	86,082
Dancer-Fitzgerald-Sample, Inc.	75,027
Hewitt, Ogilvy, Benson & Mather, Inc.	72,958
Foote, Cone & Belding	61,512
Doherty, Clifford & Shenfield, Inc.	60,166
Al Paul Lefton Co., Inc.	52,452
Needham, Louis & Brorby, Inc.	47,588
Kastor, Farrell, Chesley & Clifford, Inc.	34,770
McCann-Erickson, Inc.	33,297
J. M. Camp & Company	31,271
Henri, Hurst & McDonald, Inc.	29,752
Campbell-Ewald Co., Inc.	24,813
J. Walter Thompson Co.	24,780
Louis A. Smith Company	22,844
Hoffman & York, Inc.	11,643
I. A. Goldman & Company	10,960
Tucker Wayne & Company	8,910
William Esty Company, Inc.	4,146
Reiss Advertising	1,560
No Agency	1,485
Maxon, Inc.	1,150
TOTAL	$ 1,391,991

American Broadcasting Co. 1949 TV Gross Time Sales

Month	1949
January	$ 6,273
February	18,674
March	26,352
April	47,359
May	132,146
June	119,835
July	119,674
August	115,002
September	155,480
October	217,199
November	214,660
December	219,337
TOTAL	$ 1,391,991

CBS & NBC 1949 Network Billings Not Available

MONARCH SAPHIN

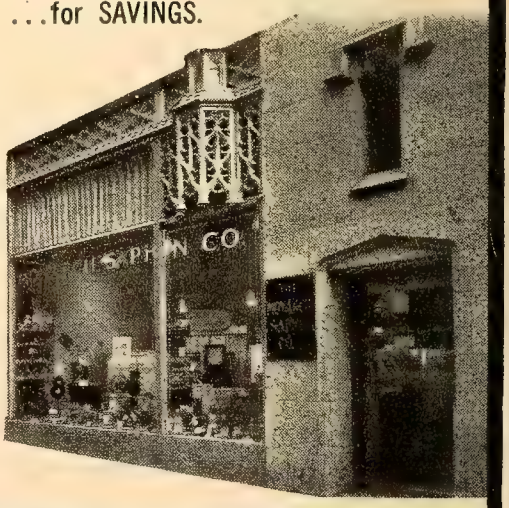
3 STUPENDOUS STORES . . . DISPLAYING THE WORLD'S FINEST NATIONALLY KNOWN BRANDED MERCHANDISE



Name it...we've got it! Over 2000 nationally famous products for home use, personal use, office use...gift giving—brand new, current models in original factory cartons—AT BIG SAVINGS. Come in...compare our prices...convince yourself that Monarch Saphin is the place to shop for QUALITY...for SERVICE ...for SAVINGS.

- TELEVISION
- AIR CONDITIONERS
- REFRIGERATORS
- VACUUM CLEANERS
- WASHING MACHINES
- ELEC. APPLIANCES
- SPORTING GOODS
- RADIOS
- RANGES
- CAMERAS
- LUGGAGE
- DIAMONDS
- JEWELRY
- BICYCLES
- GIFTWARE

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HE. 2-9182



SPOT BUSINESS EXPANSION FORECAST FOR 1950

by
T. F. FLANAGAN
Managing Director, National Association of Radio Station Representatives

NATIONAL Spot advertising won added acclaim and recognition in 1949 in the great transition from institutional advertising to practical creation of sales volume at low cost. When the students of advertising go back to study the year of 1949, this change from general to specific advertising will certainly stand out as a highlight of the year.

Now in 1950 a new kind of recognition is coming to National Spot advertising in the more general understanding by advertisers and their advertising agencies of National Spot as a nationwide primary medium for maintaining and increasing volume of business.

All the marketing men agree that our salesmanship lost, during the lush war and post-war years, some of its sharp edge as a marketing tool. That applies to both personal selling and advertising.

1949 was a sort of transition year from the institutional advertising to the specific. There was closer study of markets, of consumer habits, of competition, of the coverage of various media. Out of it came a much sharper attack.

•

Now in 1950 advertising directors and agency plan men, account men and media men are turning their thoughts toward the power that National Spot advertising has when it is put to its maximum use. Advertising men who once thought of National Spot as a powerful way to introduce a new product, now also think of it as a powerful way to spread that product nationally, and to hold and increase its sales nationally.

Advertising men who used to think of National Spot as a medium to use where the going was hard, or where something supplementary was needed, now think in terms of National Spot as the medium to carry the brunt of the sales burden.

There is a large growth in the number of advertisers using 250 or more radio stations the year-round to cover the country; to blanket a very large proportion of the 94 per cent of all families in this country who now have one or more radio sets.

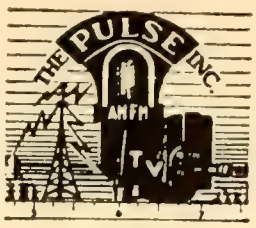
One of the causes for this growth of National Spot as a major medium is the recognition of the radio commercial as a complete sales presentation, more powerful than any previously known medium in carrying the consumer all the way from complete lack of knowledge of the product right up to the retailer's counter to call for the product by name.

•

Television has attracted a great deal of attention to itself as an advertising medium because of its extraordinary power of the commercial to make the complete sale. But television has also awakened advertisers to the same power in AM radio.

There are some studies going on to measure the influence of all year-round advertising as against seasonal. Once the jewelry trade and gift items were considered good only for graduation and Christmas. But, like the greeting cards, Bulova and Ronson have developed quite a business in birthday and anniversary gifts, which occur every day in the year. You could make a list as long as your arm of products that were once considered seasonal, but which have improved by extending their advertising over many more months of the calendar.

Fortunately advertising is blessed with thousands of inquisitive minds, more and more digging up the facts and causes. The second half of the century may well be marked by the introduction of a very substantial amount of science into the art of advertising. The purpose of that science will be the isolation of the causes of sales. In that field there is great promise for larger markets and lower costs.



RADIO SETS DO NOT LISTEN — PEOPLE LISTEN . . .

and information about listening done by people can best be obtained by other people in a face to face personal interview. This factor of *rapport* is a cardinal principle of Pulse research.

Full undistorted information about listening can only be obtained *after* that listening is done and without previous "warning" to the listener. In the Pulse technique, there is no advance warning to the listeners that their listening is going to be recorded.

Mechanical "gimmicks" measure mechanical usage of radio sets—but not necessarily listening by people.

Properly filled out diaries attempt to measure listening influenced by the silent censorship diaries exert.

Pulse listening data are based on personal interviews with *people* in a true cross section of radio homes, after the listening was done. There is no surprise or confusion of the short quick telephone call.

For information about the radio or TV audience now in 11 markets—Boston, New York, Northern New Jersey, Philadelphia, Washington, D. C., Chicago, Cleveland, Cincinnati, St. Louis, Los Angeles, and San Francisco.

ASK THE PULSE

110 FULTON STREET NEW YORK 7, N. Y.

Research Organizations

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133 Albany St., New Brunswick, N. J.
Phone: CHarter 7-1564
605 Broad St., Newark, N. J.
Phone: MItchell 3-0166

AUDIENCE RESEARCH, INC.
110 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 4-5382
Princeton, N. J.
Phone: PRinceton 335
6305 Yucca St., Hollywood, Calif.
Phone: HIllside 8103

A. S. BENNETT ASSOCIATES, INC.
347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 6-9282

CROSLEY, INC.
330 W. 42nd St., New York 18, N. Y.
Phone: BRyant 9-5462
And
Mercer St., Princeton, N. J.

ELLIOTT-HAYNES LTD.
(Radio Research Division)
515 Broadview Ave., Toronto 6, Ont., Canada
Phone: GErrard 1144
Sun Life Bldg., Montreal, Que., Canada
Phone: PLateau 6494
441 Seymour St., Vancouver, B. C., Canada
Phone: Marine 8794

C. E. HOOPER, INC.
(Executive Office)
10 East 40th St., New York 16, N. Y.
Phone: LExington 2-3000
Dry Hill, Norwalk, Conn.
Phone: NOrwalk 8-0606
230 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-8150
315 Equitable Bldg., 6253 Hollywood Blvd.
Hollywood 28, Calif.
Phone: HOllywood 9-3553

INDUSTRIAL SURVEYS CO., INC.
292 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 3-0690
425 N. Michigan Ave., Chicago 11, Ill.
Phone: MOhawk 4-4600

JOHN B. KNIGHT CO.
6530 Sunset Blvd., Hollywood 28, Calif.

RICHARD MANVILLE RESEARCH
15 W. 45th St., New York 19, N. Y.
Phone: LUxemburg 2-4378

McKINSEY & COMPANY
60 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-3123
208 South LaSalle St., Chicago 4, Ill.
Phone: RAndolph 6-6980

A. C. NIELSEN COMPANY
2101 Howard Street, Chicago 45, Ill.
Phone: Hollycourt 5-4400
500 Fifth Ave., New York 18, N. Y.
Phone: PEnnsylvania 6-2850

NOBLE & SWARS, INC.
7 W. 44th St., New York 18, N. Y.
Phone: MUrray Hill 2-7461

OFFICE OF RESEARCH, INC.
3470 Broadway, New York 31, N. Y.
Phone: AUdubon 3-2335

ALFRED POLITZ RESEARCH, INC.
400 Madison Ave., New York 17, N. Y.
Phone: PLaza 9-5200

THE PULSE, INC.
110 Fulton St., New York 7, N. Y.
Phone: DIgby 9-4532

RADIO COPY
162-25 Depot Road, Flushing, N. Y.
Phone: FLushing 9-7779

RADIO REPORTS, INC.
220 East 42nd Street, New York 17, N. Y.
Phone: MUrray Hill 7-6658
519 Sixth Street, N.W., Washington 1, D. C.
Phone: Executive 2689
1642 East 53rd Street, Chicago 15, Illinois
Phone: Hyde Park 3-3215

ELMO ROPER
30 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-4900

N. C. RORABAUGH CO.
347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 6-2193-4

ROSS FEDERAL RESEARCH CORP.
2 W. 45th St., New York 19, N. Y.
Phone: VAnderbilt 6-0600

SPOT RADIO SERVICE
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Phone: LExington 2-5032

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RADIO AND TELEVISION

Personnel

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Addresses

☐

Phone Numbers

☐

Membership

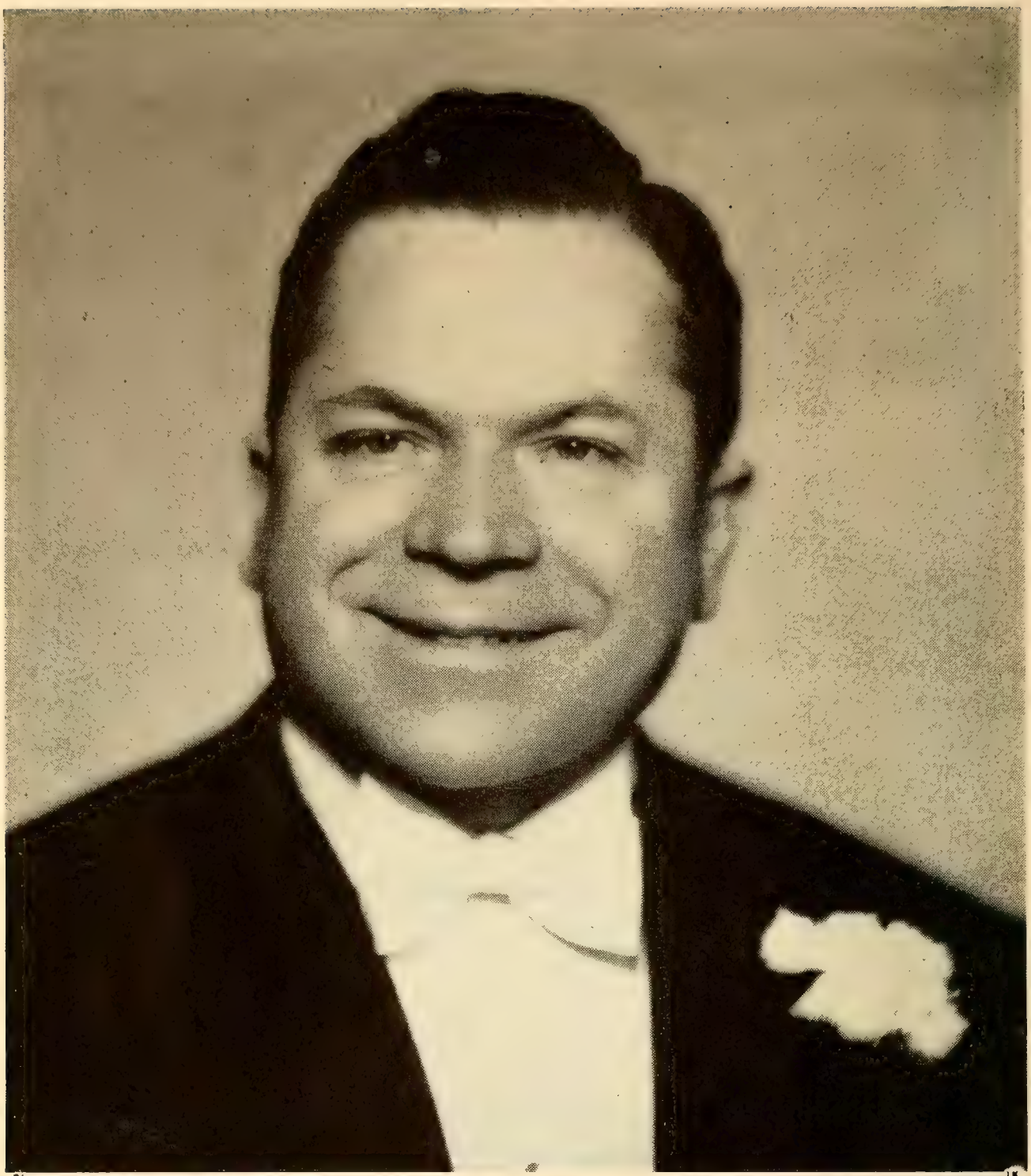
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Network Accounts

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Local Accounts

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AAAA . . . *American Association of Advertising Agencies*
ABC . . . *Audit Bureau of Circulation*
ABP . . . *Associated Business Papers*
ANPA . . . *American Newspaper Publishers' Association*
APA . . . *Agricultural Publishers' Association*
BMB . . . *Broadcast Measurement Bureau*
CAN . . . *Continental Agency Network*
FAAG . . . *First Advertising Agency Group*
NAAN . . . *National Advertising Agency Network*
NOAB . . . *National Outdoor Advertising Bureau*
PPA . . . *Periodical Publishers' Association*
SNPA . . . *Southern Newspaper Publishers' Association*
TAAN . . . *Transamerica Advertising Agency Network*

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17 E. 53 St., New York 22, N. Y.
Phone EL 5-5158
ANPA—APA

President .....Bliss Woodward
Radio Dir.....Selwyn Rausch
Account Executive.....G. F. Mettee

Radio Accounts: Foot-Saver Shop, Hopkins of Waramug, Park Crescent Hotel, Roger Smith Hotels, Winthrop Hotel.

AD FRIED ADVERTISING AGENCY

318 15 St., Oakland 12, Calif.
Phone: Higate 4-6580

Owner-Radio-TV Dir.....Ad Fried
Time Buyer.....Ruth Grennan
TV Librarian.....Ruth Grennan
Production Mgr.....Joseph A. Babando
Art Director.....Gerhard Jacobi
TV Research.....Ad Fried
Music Director.....Elaine Trigger
Radio Producers:.....Ruth Grennan, Joseph A. Babando, Elaine Trigger, Gerhard Jacobi (Art), and Ad Fried

Radio Accounts: Cochran & Celli Chevrolet Dealers, Darling Shops (P. C. only) (Ladies Ready-to-Wear); Bigelow Films (Motion Picture Film); Dr. J. J. Citron Dental Offices, Commercial Truck Sales, Cochran & Celli Home Appliance Stores, Coy Hair Curler, Crescent Jewelry Co., Davi Miracle Foam International (Rug & Upholstery Cleaner); Fox West Coast Theaters (Oakland only); Guarantee Furniture Co., 30th & San Pablo Warehouse, Henry De Lugach Real Estate, Oakland Lodge No. 324, Moose, General Appliance Co., G & W Refrigeration (Ice Machines); Morse Starrett Products (Wire Rope Cutters); Oakland Frame & Axle Co., Rocil Shoe Co., Rhodes & Jamieson, Ltd., Swans Market, Sports Unlimited, Quality Laundries, West Coast Soap (White Navy), (P. C. Dist.); Powow Scouring Cleanser, (P. C. Dist.); Williams Diary Co., The Quiet Hour, Minit Man Auto Laundries, Foster & Louis Insurance, Lo Fare Cab Co., Lou Winston Co.

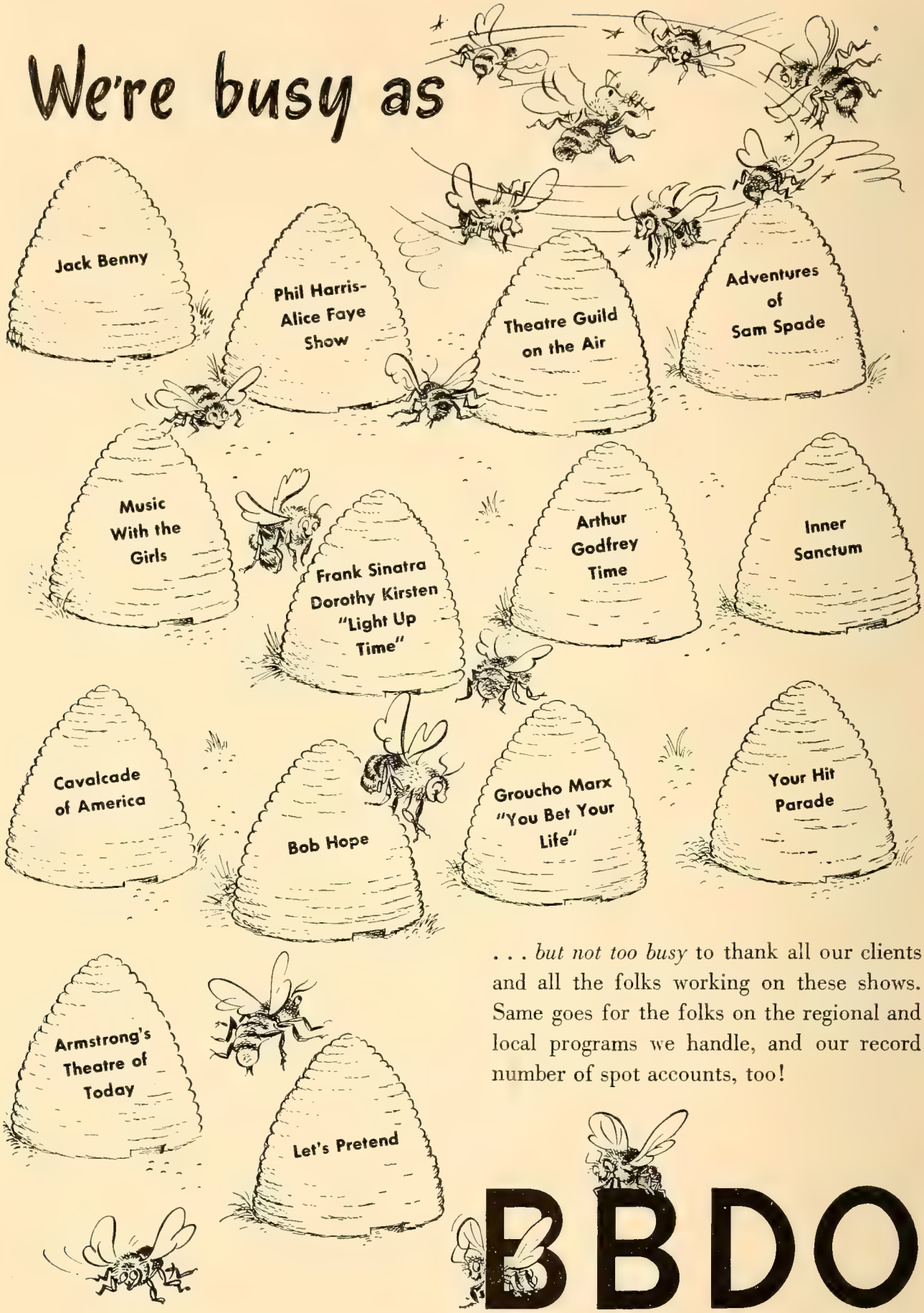
TV Accounts: G & W Refrigeration (Ice Making Machines), Oakland-San Francisco; West Coast Soap Co. (White Navy Soap & Powow); Lo-Fare Cab Co. (Taxi Service); The Quiet Hour (Religion); Quality Laundries (Laundry Service to Cleaning Firms).

WILLIAM HART ADLER, INC.

720 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-5210
ABP—APA

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V.-P., Secy., Art Dir.....Warren Shuster
Personnel Dir.....James W. Taylor
Copy Chief, Radio-TV Dir.....Aaron Adler
Media & Research Dir.....George Bromberg
Asst. to Pres.....Kenneth C. Ring
Acct. Execs.....W. H. Adler, Warren Shuster, Aaron Adler, Kenneth Ring, George Bromberg

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Phone: District 0551
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Vice-President.....J. P. Jones, Jr.
Secretary.....E. H. Bell
Prod. Mgr.....V. E. VanderSchaat
Copy Chief.....J. DuVall

ADVERTISERS' BROADCASTING CO.

117 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-3560

Executive Director.....M. Keilson
Radio Director.....Sholom Rubinstein
Producer.....Jacob F. Keilson
Continuity Chief.....Jacob I. Freedman
Program Planning.....David M. Hausdorff

Radio Accounts: Foreign Language Programs; General Foods Corp. (Maxwell House Coffee, Instant Maxwell House, Diamond Crystal Salt, Sanka Coffee, Instant Sanka, Yuban Coffee, Post Toasties, Grape-Nuts Flakes); Horowitz-Margareten (Food Products); I. Rokeach & Sons, Inc. (Food Products, Soaps, Cleansers); Breakstone Bros. (Dairy Products); R. B. Davis Co. (Davis Baking Powder, Cocomalt); Colgate-Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbitt, Inc. (Bab-O, Glim); Whitehall Pharmacal Co. (Anacin); The Best Foods, Inc. (Heckers' Cream Farina, H-O Oats, Hellmann's Real Mayonnaise); Ralston-Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); Penick & Ford, Ltd., Inc. (My-T-Fine Desserts); Dugan Bros. (Dugan Breads); Carter Products, Inc. (Carter's Little Liver Pills); American Maize Products Co. (Amazo Instant Dessert); Florida Citrus Exchange (Florigild Orange & Grapefruit); The Birkett Mills (Wolff's Buckwheat Products); Arnold Bakers (Arnold Bread); Campbell Soup Co. (Campbell's Soups); Cream of Wheat Co. (Cream of Wheat); J. L. Prescott Co. (Dazzle); Gordon Baking Co. (Silvercup Bread); Pet Milk Sales Corp. (Pet Milk); Lever Bros. Co. (Spry); Procter & Gamble Co. (Crisco, Tide); Maltex Co., Inc. (Maltex Cereal); G. Washington Coffee Co. (G. Washington Instant Coffee); Public National Bank & Trust Co.

ADVERTISING COUNSELORS

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Phone: M-8016 & B-7832

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Manager.....Terese Oxford
Chief Acct. Exec.....Mary Alice Haggard
Copy Chief.....W. E. Kiser
Art & Layout.....Harold B. DePute
Production.....Esta Burton
Producer-Director.....Buckleigh Oxford
Writer.....W. E. Kiser
Chief Acct. Exec.....Mary Alice Haggard
Production.....Esta Burton

Radio Accounts: Arey-Jones Co., Fackler Motor Service, Hammond's Dept. Store, Huff Rug Stretcher, Iowa Farmer, Las Palmas Clinic, Lory Dry Cleaner, Modern Furniture Co., Nooman Furs, McChesney Specialty Works, Pacific Surplus Co., SD & AE Southern Pacific, Uncle Ed, McChesney Specialty Works (Drink. Founts, Drink Master, for Poultry) Cardiff; Willis H. Fletcher Co., Charles H. Nelson (Jewelry-Gen. Merchandise),, Independent Sales Co. (Model Planes) San Diego; Huff Rug Stretchers, Da Mesa; Desert Air Lodge (Sanitarium Joshua Tree; Amethyst (Sanitarium) San Diego, Calif.

ADVERTISING, INC.

1523-31 Central National Bank Bldg.,
Richmond 19, Va.
Phones: 3-2800, 3-2809
ABP—ANPA—APA—FAAG—NOAB
PPA—SNPA

President & Treas.....J. Lynn Miller
Vice-President.....M. T. Miller
Secretary.....A. G. Timewell
Production Mgr.....F. T. Cooke
Art Director.....Robert Bowers

Radio-TV Dept.

TV Director.....Aubrey F. Watson
Assistant.....Harry Cornet
Copy.....Jane Morris

Branch Office
416 E. Main St., Richmond 19, Va.
Phone: 3-5667

Manager.....A. F. Watson

Radio Accounts: Virginia Electric & Power Co. (Public Utility), Commonwealth Motors, Inc. (Ford Automobiles), Henry Haase (Furs), Virginia Dairy (Milk products), Richmond, Va.

TV Accounts: Meyer Greentree, (Men's clothing), Richmond, Va.

AGENCY SERVICE CORP.

66 E. S. Water, Chicago 1, Ill.
Phone: Central 6-5255
ABP—ANPA—APA—NOAB—PPA

Vice-Pres. & Gen. Mgr.....Alfred C. Houser
Publicity Director.....Walter J. Fay
Space & Time Buyer.....F. J. Kurtzweil

Radio Accounts: North American Acceptance Corp. (Finance), Chicago Motor Club Travel Bureau (Travel information & reservations), Inter-Insurance Exchange of Chicago Motor Club (Auto insurance), Family Life Ins. Co. (Insurance), Chicago; Wis. Div. American Automobile Assn. (Auto Club Service & Insurance), Madison, Wis.

TV Accounts: Travel Bureau, Chicago Motor Club (Travel information & reservations), Chicago.

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Partners.....A. K. Aitkin, M. E. Goldman, H. A. Medholdt
Art Dir.....F. Wade Lane
Production Mgr.....W. B. Turner
Space & Radio Time Buyer.....E. M. Gretz
Acct. Execs.....Thomas J. Smith, Allen C. Smith

Radio Accounts: Phillips Packing Co., Inc.; Felton-Sibley & Co., Inc.; Old Reading Brewery, Inc.

R. H. ALBER CO.

439 N. Larchmont Blvd., Los Angeles 4, Calif.
Phone: Hollywood 9-8273
ANPA

Exec. Vice-Pres .....Pauline M. Hagen
Secy. & Treas.....Evelyn R. Jones

Radio Accounts: Gospel Broadcasting Assn., Los Angeles, Calif.; Unity School of Christianity, Kansas City, Mo.

ALLEN & REYNOLDS

1300 Woodmen of the World Bldg.,
Omaha 2. Neb.
Phone: Atlantic 4445
AAAA—ABP—ANPA—APA

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Partners.....Earl H. Allen, Milton H. Reynolds
Account Executives.....Karl Joens, Robert H. Reynolds, Claude F. Anderson, John E. Enis, Floyd Mellen
Dir. of Radio & TV.....Milt Stephan
Asst. Dir.-Radio & TV...Don B. Amsden, Jr.
Continuity & Scenario Writer.Hariette Koch
Steno. & Librarian.....Dona Rech

Radio Accounts: Omaha Public Power District (Public Utility), Western Iowa Power Co. (Public Utility), Paramount Radio Shop (Appliances), Graybar Electric Co (Electrical Appliances), Carpenter Oil Co. (Coryell), Merchants Biscuit Co. (Peter Pan Bread) (Bakery Products), Petersen Baking Co. (Bakery Products), Vitamin Industries (Vitamins), Reed Ice Cream Co. (Ice Cream), (Hog Feeds), Omar Inc. (Flour, Packaged Mixes), Webber Motors (Automobiles, Trucks and Equipment—Dodge-Plymouth), Byron Reed Co., Inc. (Real Estate, (Farm Management), Einot Home Permanent (Home Permanent Waves), Tekseed Hybrid Co. (Hybrid Corn), John A. Gentleman Mortuary (Civic Service), U. S. National Bank; George H. Lee Co. (Biologics and Pharmaceuticals), General Electric (Nebr.-Iowa) Electrical Appliances), Mueller-Selby, Inc. (Motorola—Radio and TV Gunnison Homes), T. H. Maenner Co.; Ted's Pen Shop (Pens, Cards, Stationery), Hill Hotel, Omaha Stationery Co. (Office Equipment), Omaha, Neb.

TV Accounts: T. H. Maenner Co. (Gunnison Homes), Paramount Radio Shop (Appliances), Omaha Public Power District (Public Utility), Webber Motors (Autos, Trucks, Equipment — (Dodge-Plymouth), Merchants Biscuit Co. (Bakery Products), Ted's Pen Shop (Pens, Cards, Stationery), P. F. Petersen Baking Co. (Bakery Products, Peter Pan Bread, Omaha, Neb.

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370 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-3020
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V.P.-Treas. and Media Dir...H. M. Billerbeck
Secretary .....R. B. Raynolds
V.P. and Creative Dir.....D. H. Uptegrove
Vice-President .....C. A. Holcomb
Time Buyers.....Grace Kipp, Elane Akst
Production .....John Fitzgerald

Branch Office
Statler Office Bldg., Boston 16, Mass.

Vice-President .....J. T. Coenen
Vice-President .....Paul B. Cavanagh
Radio-TV Director.....Barbara Keane

Radio Accounts: Allen V. Smith, Inc., Packaged Peas, Beans, etc., Marcellus Falls, N. Y.; R. C. Williams & Co., Foods, New York, N. Y.; Glenwood Range Co., Ranges, Taunton, Mass.; Edgar Lewis & Sons, Inc., Candies, Malden, Mass.; Haffenreffer & Co., Inc., Pickwick Ale, Jamaica Plains, Mass.

TV Accounts: Haffenreffer & Co., Pickwick Ale, Jamaica Plains, Mass.

ALLIED ADVERTISING AGENCIES, INC.

167 So. Vermont Ave., Los Angeles 4, Calif.
Phone: Dunkirk 7-7331
ANPA—APA—NOAB—PPA

President.....W. Fehr Gardner
Vice-Pres.....A. Howard Esary
Manager .....Bill Welsh
Prod. Mgr.....Stuart Heinemann
Time Buyer.....Shirley Peron

Branch Office
358 Flood Bldg., San Francisco, Calif.
Phone: Douglas 2-7018

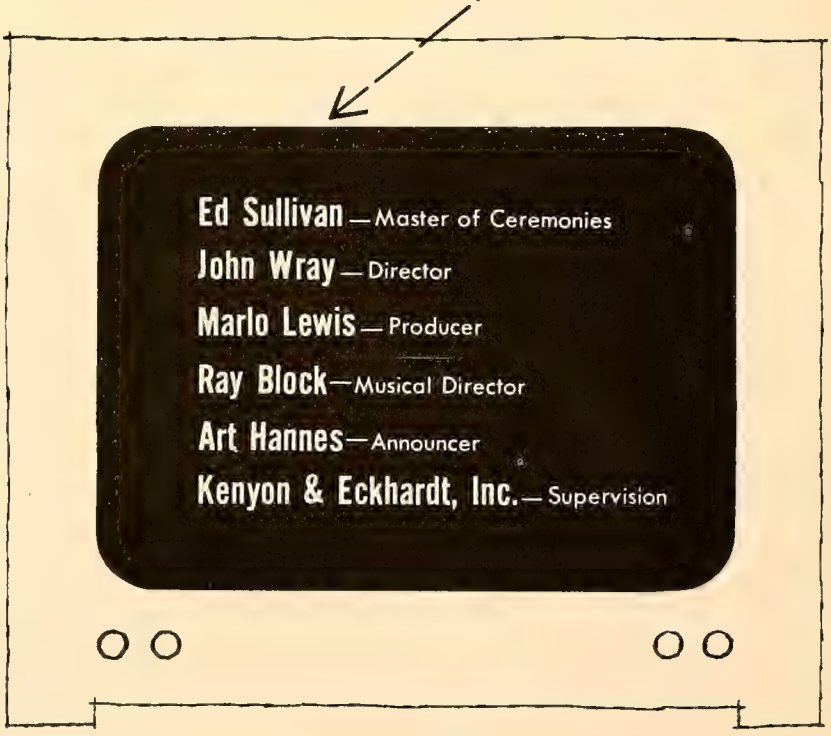
Manager .....Jack Gregory

Radio Accounts: Dr. F. E. Campbell (Dentistry), L. A. Examiner (Newspaper), Star Piano Co. (Pianos), Gold Furniture Co. (Furniture), Los Angeles; Reliance Pharamcal Co. (Drugs), Nevada City; Pridham Davis Optometrist (Optometrist), Los Angeles; Dundee Smart Clothes (Clothes), Progressive Optical Co. (Optical



The Ford Theater on Television

Lincoln-Mercury Dealers' "Toast of the Town"



Co.), Geo. Mollander Motors (Cars), Vacuum Cleaner Co. of A. (Vacuum), San Francisco; Pacific Finance Co. (Loans), Hub Vacuum Co. (Vacuums), West Pico Furniture Co. (Furniture), Thriftee Outlet (Clothing), United Radio & App. Co. (Sporting goods), Los Angeles, Calif.

TV Accounts: Star Piano Co. (Pianos), Duro Furniture Co. (Furniture), Los Angeles; Auction Park (Auction), Culver City, Calif.

ANDERSON, DAVIS & PLATTE

488 Madison Ave., New York, N. Y.
Phone: PLaza 7-2300
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President .....Harvey H. Smith
Executive Vice Pres.....Louis G. Van Aiken
Vice Pres. & Treas.....Harold H. Thurlby
Director of Radio & TV.....Victor Seydel
Time Buyer.....Vera J. Munzer
Research .....Donald Foote

Radio Accounts: Alderney Dairy Co. (Dairy Products), Newark, N. J.; Alexander Smith (Rugs & Carpets), Yonkers, N. Y.; Rootes Motors (Hillman Minx Motor Car), Rolls Razor (Razor), F. Schumacher (Fabrics), New York, N. Y.

TV Accounts: C. H. Masland & Sons (Carpets), Carlisle, Pa.; Alexander Smith (Rugs & Carpets), Yonkers, N. Y.

CLAUDE ANIOL & ASSOCIATES

Smith-Young Tower, San Antonio, Tex.
Phone: Fannin 9148
SNPA—PPA

President & Prod. Mgr.....Claude B. Aniol

ASSOCIATED ADVERTISING AGENCY, INC.

737 Dixie Terminal Bldg., Cincinnatti 2, O.
Phone: Main 5784
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President.....Sam Malcolm Levy
Secy. & Treas.....I. C. Levy
Service.....Russel C. Cook
Director Radio-TV.....Stephen Freiberg

Radio Accounts: Hotel Gibson, Ford Dealers of Northern Ky., Ford Dealers of Greater Cincinnati, Linder Ice Cream Co. (Ice Cream), Frisch's Restaurants, Inc. (Drive-In-Restaurants), Hotel Sinton, Cincinnati.

TV Accounts: French Bootery (Women's Shoes, Retail), Cincinnati, O.

ASSOCIATED BUSINESS COUNSELORS, INC.

Fox Bldg., Detroit 1, Mich.
Phone: CA 7878

President.....Franklin A. Johns
Exec. Vice-Pres.....Glenn B. Hiller
Vice-Presidents..Fred Gould, Lansing Moore
Secretary.....T. R. Johns
Gen. Mgr.....Kurt Scheuer
Space Buyer, Media Dir.....F. Humphreys

Branch Office
350 Fifth Ave., New York 1, N. Y.
Phone: LO 3-7260

Manager .....Lansing Moore

Radio Accounts: Detroit Times, Locks Laboratories.

ATHERTON ADVERTISING AGENCY

8455 Melrose Pl., Los Angeles 46, Calif.
Phone: Webster 3-8488

Owner & Copy Chief....Alfred A. Atherton
Prod. TV & Radio Dir....Thomas Mullins
Space & Time Buyer.....Alice Asdour

Radio Accounts: Pacific Citrus Products Co. (Hawaiian Punch), Fullerton; Dictograph Products Inc. (Acousticon Hearing Aids), San Francisco, Calif.

TV Accounts: Pacific Citrus Products Co. (Hawaiian Punch), Fullerton, Cailf.

ATHERTON & CURRIER, INC.

420 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-8795
APB—ANPA—PPA

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Vice-President .....Lester Stone
Secretary.....W. T. Tieman
Treasurer.....H. P. Francis
Time Buyer.....Wm. T. Tieman
Program Director.....J. P. A. Atherton

Branch Office
100 Adelaide St., Toronto, Ont., Canada

Vice-Pres..... .....K. C. Utley

Radio Accounts: Brylcreem Cuticura, Eno, Scott's Emulsion, Phelps Dodge Refining Corp.

AUBREY, MOORE & WALLACE, INC.

230 N. Michigan Ave., Chicago 1. Ill.
Phone: Randolph 0830
ANPA — ABP — PPA — APA — NOAB

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Vice-President.....John J. Finlay
Space & Radio Time Buyer & TV Dir.
John H. North

Radio Accounts: International Harvester Co., Williamson Candy Co. (Oh Henry), McKenzie Pancake Flour, Dubuque Packing Co., Belle-Sharmeer Hosiery, Foot Saver Shoes, Dr. Locke Shoes, Double-Cola.

N. W. AYER & SON, INC.

West Washington Square, Philadelphia 6, Pa.
Phone Lombard 3-0100
ANPA—PPA—ABP—APA—BMB

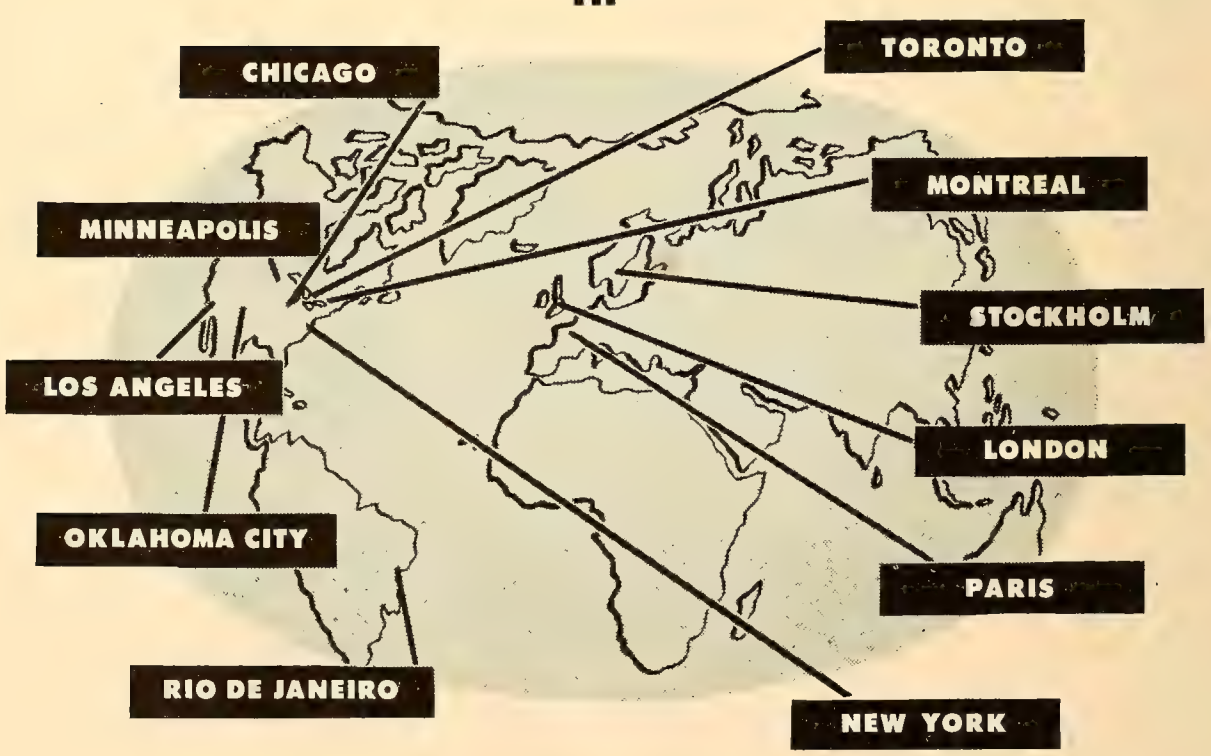
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Sports Broadcasting.....R. A. Mortensen
Contracts.....Richard S. Bunbury
Dir. Radio Research.....Gordon C. Braine
Film Production.....G. D. Gudebrod
Manager TV Production.Donald N. McClure
Time Buyers.....Paul F. Kizenberger, John W. Purves, Charles M. Wilds, Dirk Watson.

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Phone: CIrcle 6-0200
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Manager.....E. Craig Greiner
135 S. LaSalle Street, Chicago 3, Ill.
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Manager.....T. J. Henry
612 Taft Bldg., Hollywood 28, Calif.
Manager .....Glenhall Taylor
235 Montgomery St., San Francisco 4, Calif.
Manager .....Carl Zachrisson
231 Dillingham Bldg.,
Honolulu 16, Hawaii
Manager.....Avery McBee

Radio Accounts: The Atlantic Refining Co., The Bell Telephone System, Chesapeake & Potomac Tel. Co., Chrysler Corp., Cliquot Club Co., Elec. Cos. Adv. Program, The Hawaiian Pineapple Co., Ltd., Charles F. Hires Co., Illinois Bell Telephone Co., Michigan Bell Telephone Co., Sealtest Inc., Regal Shoe Co., Supplee-Wills-Jones Milk Co., United Air Lines, Gordon Baking Co., Lever Bros., (Surf); Webster Tobacco Co., John Morrell & Co.

Television Accounts: American Tobacco Co. (Lucky Strike Cigarettes), The Atlantic Refining Co., Illinois Bell Telephone Co., Sheffield Farms Co., Inc., Brooklyn Union Gas Co., Gordon Baking Co., Michigan Bell Telephone Co., Sealtest, Pennsylvania Co., Kellogg Corn Soya.

BACHRODT, NEWELL, O'KANE & GANO

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V.-P.'s.....R. C. Gano, Thomas J. O'Kane
Secretary .....Katherine Jansen
Treasurer.....R. B. Newell
Account Executives.....J. C. Bachrodt, R. B. Newell, Thomas J. O'Kane, Ashley Kennedy

Radio Account: Wm. Frank Co.

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30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-3720
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Treasurer.....F. S. Browning
Radio-TV Time Buyer....Edward Whitley
Radio-TV Director.....Jack Wilcher
Radio Time Dept.....Marie H. Missing
Shirley Helmich

Branch Office
Badger, Browning & Parcher, Inc.
75 Federal St., Boston 10, Mass.
Phone: Liberty 2-3364

Radio Accounts: American Chicle Co. (Chewing Gum Products), Long Island City, N. Y.; White Tower Management Corp. (White Tower Restaurants), Stamford, Conn.

TV Accounts: American Chicle Co. (Chewing Gum Products), Long Island City, N. Y.

THE BAKER ADVERTISING AGENCY, LTD.

1375 Yonge St., Toronto, Ont. Canada
Phone: Princess 2101

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Personnel Mgr. & Acct. Ex.....R. C. Baker
Copy Chief.....W. E. Trimble
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Merchandising Mgr. & Acct. Ex...G. H. Sloan
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Space Buyer.....S. Cook
Radio Director.....Jack F. Horler
Ass't Radio Dir.....W. A. Lindsey
Time Buyer & Secretary.....Jean Honour
1557 MacKay St., Montreal, Que.
Manager.....Gabriel Langlais

Radio Accounts: Adams Brands Sales Ltd., Canada Packers Ltd., Carnation Co., General Foods, Ltd., Murine, Inc., The Tea Bureau, White Laboratories, Inc., Eversharp Inc.

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374 Delaware Ave., Buffalo 2, N. Y.
Phone: Washington 6854
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Vice-Pres.....Everett L. Bowers
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TV Accounts: General Ice Cream Corp., Martin Jacobi (Haberdashery), Hambleton Terminal Corp. (Gas & Oil), Buffalo, N. Y.

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TV Accounts: Colgate-Palmolive-Peet Co. (Colgate Dental Cream), Continental Baking Company (Wonder Bread), Brown & Williamson (Kool, Viceroy Cigarettes).

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TV Accounts:Bowers Battery, Crystal Rock Beverage Co. (Soft Drinks), Reading, Pa.

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Vice-Presidents.....A. McKie Donnan, R. T. Van Norden, Walton Purdom
Secy.-Treas.....Robert Brisacher
Controller.....William Wingate
Radio & TV Time Buyer, San Francisco
Deane Weinberg, Jr.
Radio & TV Dir., Los Angeles
Charles Chaplin
Radio Time Buyer, Los Angeles
Joy Mallicoat
Media Dir., N. Y.....Darrell McCain

Branch Offices
1133 Crenshaw Blvd., Los Angeles 6, Calif.
Phone: Webster 8143
V.P. & Mgr.....Don Breyer
140 E. 39 St., New York 16, N. Y.
Phone: ORegon 9-4960
V.P. & Mgr.....Charles H. Gabriel

Radio Accounts: Dennison's Foods (Catsup, Chili Con Carne, Canned Meat Products), Oakland; Los Angeles Dons (Football Team), Los Angeles; Mondavi, C. & Sons (Wines), St. Helena, Calif.; Peter Paul Inc. (Mounds & Almond Joy Candy Bars), Naugatuck, Conn.; Pictsweet Foods Inc. (Canned Corn & Peas, Frozen Foods), Mt.

Vernon, Wash.; Richmond-Chase Co. (Hearts Delight Nectars, Pasteurized Prunes and Prune Juice), San Jose; Sav-On-Drugs Inc., Los Angeles; Sunset Line and Twine Co. (Fishing lines), San Francisco, Calif.

TV Accounts: Globe Bottling Co. (Wilshire Club Beverages), Los Angeles, Calif.; Peter Paul Inc. (Mounds & Almond Joy Candy Bars), Naugatuck, Conn.; Van Camp Sea Food Co., Inc. (Chicken-of-the-sea & White Star Tuna), Los Angeles, Calif.; Zausner Foods Inc. (Cheese), Harrison, N. J.

BROADCAST ADVERTISING

3055 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 9-1339

Owner-Manager .....Van C. Newkirk
Production Manager.....John G. Fryer
Office Manager.....Mildred Surenkamp

Radio Accounts: Crew of the Good Ship Grace, Bible Institute of Los Angeles, Los Angeles; Radio Kid's Bible Club, Fresno; Church of the Open Door, Accent on Youth, Los Angeles; Morning Bible Hour, Huntington Park, Calif.; World's Greatest Book Quiz, Seattle, Wash.; Grace Dotson, Denver, Colo.; Floyd B. Johnson (Religious Broadcasts), Los Angeles, Calif.

BROOKE, SMITH, FRENCH & DORRANCE, INC.

8169 E. Jefferson Ave., Detroit 14, Mich.
Phone: VAlley 2-9700
AAAA—ABP—NOAB—ANPA—PP—APA

Chairman of Board.....Sturgess Dorrance
President .....Willard S. French
Secretary-Treasurer .....Guy C. Smith
Exec. Vice President.....Walter C. Ayers
Vice Presidents.....Clarke C. Wilmot, J. G. Williams, Blount Slade, George Johnston, L. Grant Hamilton, Herbert R. Bayle, Richard Reins, Wm. F. Austin, Jr.
Director of Radio—TV .....Hugh Hole
Time Buyer.....Clyde Vortman

New York Division
52 Vanderbilt Ave., New York 17, N. Y.
Phone: MUrray Mill 6-1800
AAA — OAAA — ABP — NOAB — ANPA
PPA — APA

Exec. Vice-President.....Thayer Ridgway
Vice Pres. & Mgr., Media Dept. H. E. Pengel
Vice Pres. & Art Dir...Wm. A. Adriance, Jr.

Radio Accounts: Goebel Brewing Co., Hudson Motor Car Co., Michigan State Apple Comm., Mullins Mfg. Corp (Youngstown Kitchens), Sparks-Withington Co., (Sparton Radios & Combinations), U. S. Radiator Corp., John Bean Mfg. Co.

TV Accounts: Goebel Brewing Co., American Blower Corp., (Aeropel Ventilating and Attic Fans)), The Sparks-Withington Co., Mullins Mfg. Corp., The Ironite Ironer Co., Hudson Motor Car Co.

BROOKS ADVERTISING AGENCY

461 W. 8 St., Los Angeles 14, Calif.
Phone: TRinity 0558
ANPA—PPA—ABP—APA

Owner .....A. R. Brooks
Production Manager.....Sterling Blakeman
Time Buyer.....A. R. Brooks
Copy Chief.....Robert Hall
Art Director.....James Gaynor
Secretary .....Mary McCauley
Radio Production.....Barbara Vosburgh
Chief Accountant.....Jean Shay

Radio-TV Accounts: Bekins Van and Storage Company, Western Stove Company, City of Los Angeles, Custom Built Plastics Company.

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit 2, Mich.
Phone: Trinity 2-8250
APA—AAAA—ANPA—ABP
NOAB—PPA—ABC

Pres. & Treas.....D. P. Brother
Exec. Vice-Pres.....Clarence Hatch, Jr.
Account Executives.....J. S. Howell, Trueman Campbell, C. Hatch, Jr.

FRANKLIN BRUCK ADVERTISING CORP.

RKO Bldg., Rockefeller Center,
New York 20, N. Y.
Phone: CIrcle 7-7660

President .....Franklin Bruck
Secretary and Radio Dir.....M. J. Kleinfeld
Vice President.....Mort Heineman
Radio Time Buyer.....Rae Elbroch
Radio Traffic .....Milton Jurin
Radio Production .....Howard Blake
Research Director.....Jules Nathan

Branch Office
Taft Bldg., Hollywood & Vine, Los Angeles, Calif.
Phone: HIllside 7237

Manager .....Howard Blake

Radio Accounts: North American Accident Insurance Co., Johnson Candy Co., Fashion Frocks, The Theobald Industries.

TV Accounts: Bowman Gum, Inc., Phila, Pa.; Walter H. Johnson Candy Co., Chicago; Croton Watch Co., Inc., New York; Fashion Frocks, Inc., Cincinnati; Coty, Inc., New York.

CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford 3, Conn.
Phone: 7-0726
ABP—PPA

President & Treasurer.....Charles Brunelle
Vice-President .....Robinson Smith

Radio Account: Sage-Allen & Co., Inc.

BUCHANAN & CO., INC.

1501 Broadway, New York, N. Y.
Phone: BRyant 9-7900
BMB

Director of Radio & TV...John R. Sheehan
Time Buyer.....Bill Smith

Radio Accounts: Reynolds Metals Co., (Reynolds Wrap), Eskimo Pie (Eskimo Pie), Texas Co., (Texas Products), Paramount Pictures, United Artists, New York; Toy Productions, Los Angeles; Helene Curtis, Chicago; Tidewater Associated (Associated Oil & Gas), Steinway & Sons (TV Receivers), New York, N. Y.

TV Accounts: Du Mont Laboratories, (Du Mont Telesets), Paramount Pictures (Feature Film), Monitor Equipment Co., (Monitor Washer), United Artists (Feature Film), New York, N. Y.

BUCHANAN-THOMAS ADV. CO.

412 S. 19 St., Omaha 4, Nebr.
Phone: ATlantic 2125
ABP — ANPA — APA — NOAB — PPA

Partner .....C. Coe Buchanan
Partner .....Lyman H. Thomas
Director .....Adam Reinemund
Asst. Director.....Bob Thomas

G. NORMAN BURK, INC.

(*Formerly Pratt & Burk*)
223 Fourth Ave., Pittsburgh 22, Pa.
Phone: ATlantic 1-4139

President .....G. Norman Burk
Vice-President .....Edgar E. Eaton
Media Dir. & Sec.....Dolores E. McCarthy
Radio Dir. .....Lillian Jacobs
Radio & TV Dir.....G. Norman Burk
Time Buyer.....D. E. McCarthy
Asst. Director.....Lillian Jacobs

Radio Accounts: W. Boehm Co. (Macaroni, Noodles), Central Lincoln-Mercury, Inc. (New and Used Cars), Electronic Disc Systems (Office Machines), D. J. Kennedy Co. (Kitchen Equipt. Storm Sash, etc.), Liberty Baking Co. John McClements, Inc. (Florist), Meadow Gold Dairies, Inc., Meadow Gold Foods Co. (Frozen & Packaged Fods), Midtown Motors, Inc. (New and Used Fords), Pittsburgh Products Co. (Crosley Dealer), Standard Floor Co. (Flooring & kitchen equip.), Watson-Standard Co. (Paints and Varnishes), National Coffee Distrib., Inc., National Electronics, Inc. (Air-King TV Sets), Pittsburgh, Pa.

TV Accounts: Meadow-Gold Dairies, Inc., Midtown Motors, Inc. (New and Used Fords), Pittsburgh, Pa.

BURLINGAME-GROSSMAN ADV.

201 N. Wells St., Chicago 6, Ill.
Phone: FInancial 6-4616
APA—PPA

Owner.....S. W. Grossman
Art Director.....Jerome Leve
Production Manager.....R. C. Mackey
Copy Dir.....S. S. Kain
Account Executive.....M. A. Harvis

Radio Accounts: Auto Lamp Mfg. Co. Graphic Arts Monthly, Seatmaster Co.

BURNET-KUHN ADV. CO.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-3800
ANPA—APA—PPA

President & Treasurer.....Paul R. Kuhn
Vice-Presidents.....Francis J. Woods, Philip D. Simons
Secretary.....James H. Kristof
Radio Director.....William Coop
Account Executives.....F. J. Woods, P. D. Simons

Radio Accounts: Chicago Tribune, Coronet, Inc.

LEO BURNETT COMPANY, INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-5959
AAAA—ABC—ABP—ANPA—APA—BMB—NOAB—PPA

President .....Leo Burnett
Exec. Vice-Pres.....R. N. Heath
Vice-Pres. & Media Dir.....E. Ross Gamble
Vice-Pres. in Charge of Radio & TV.....Wm. L. Weddell
Asst. to V. P. In Charge of Radio & TV.....MacLean Chandler
Radio & TV Prod. Mgr.....Clair Callihan
Radio Traffic Mgr.....Marian N. Rice
Mgr. of Facilities & Estimating .....E. G. Eisenmenger

Branch Office
743 Fifth Ave., New York 22, N. Y.
Phone: PLaza 5-2772

Manager .....Donough Prince
Radio Director.....William McIllvain

3632 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-8131

Manager .....Howard Cheney
Radio Director .....Wendell Williams

Radio Accounts: Brown Shoe Co. (Buster Brown Shoe), St. Louis, Mo.; Pure Oil Co., Chicago, Ill.; Minnesota Valley Canning Co. (All products), LeSeur, Minn.; Brewing Corp. of America (Carling's Red Cap Ale), Cleveland, O.; Club Aluminum Co. (Aluminum utensils), Chicago, Ill.; Pillsbury Mills, Inc. (All products), Minneapolis, Minn.

TV Accounts: Pillsbury Mills, Inc. (Pillsbury White Cake Mix, Choc. Fudge Cake Mix), Minneapolis, Minn.; Pure Oil Co.

(Petroleum products), Chicago, Ill.; Brown Shoe Co. (Roblee & Buster Brown Shoes), St. Louis, Mo.; Atchinson, Topeka & Santa Fe (Santa Fe Railroad) Chicago, Ill.; Brewing Corp. of America (Carling's Red Cap Ale), Cleveland, O.; Horlicks Corp. (Bedtime Horlicks), Racine, Wis.; Minnesota Valley Canning Co. (Green Giant Peas & Niblets Whole Kernel Corn), LeSeur, Minn.; Dean Milk Co. (Chocolate Dairy Drink), Chicago, Ill.

BYER & BOWMAN ADVERTISING AGENCY

203 E. Broad St., Columbus 3, O.
Phone: MAin 3276
ABP—ANPA—NOAB—PPA

Partner .....Herbert Byer
Partner .....Gus K. Bowman
Partner .....Joel M. Burghalter
Director .....Bill Copeland
Acct. Exec. .....Neil Hallock
Acct. Exec. .....R. W. Testement

Radio Accounts: Franklin Brewing Co. (Ben Brew Beer), Buckeye Foods (Potato Chips), Columbus, O.; Ashland Refining Co. (Gas and Oil), Ashland, Ky.; Clean Products Co. (Wallpaper Cleaner), Central Bldg. Loan & Savings, Franklin Glue Co. (Household Glue), Wetalene Laboratories (Household Cleaners), Community Chest, State of Ohio (Ohio State Fair), Red Cross (Annual Drive), Columbus, O.

TV Accounts: Franklin Brewing Co. (Ben Brew Beer), Ace Radio (Radio & TV Service), Buckeye Foods (Potato Chips), For Finance Dir. Comm. (Political), Columbus, O.

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.
Phone: HAncock 6-7600
AAAA—ANA—APA—NOAB—PPA

President .....Harold Cabot
Vice-Presidents.....Langley C. Keyes
Donald D. Douglass, Russell Hunt, Peter Black, James I. Summers, John M. Lord, William H. Ganick, George R. Griffin, Edward F. Chase.
Treasurer .....Richard P. Holland
Production Manager.....Frederick E. Dwyer
Copy Chief.....Henry W. Patterson
Art Director.....William H. Ganick
Account Executives.....Harold Cabot, Langley C. Keyes, Richard P. Holland, Donald D. Douglass, Edward F. Chase, Courtney A. Crandall, Russel Hunt, John M. Lord, William H. Ganick, Henry G. Balch, Peter Black, James I. Summers.
Radio-TV Director.....Jan Gilbert

Radio Accounts: Adams & Swett (Rugs), Boston Consolidated Gas Co. (Public Utility), Haffenreffer & Co., Inc. (Pickwick Ale & Beer), Boston Globe (Newspaper), S. S. Pierce Co. (Importers & Grocers), H. P. Hood & Sons (Dairy Products), Boston and Maine Railroad, Boston; Quincy Savings Bank, Quincy, Mass.; Rock of Ages Corporation (Monuments), Barre, Vt.

TV Accounts: Haffenreffer & Co., Inc. (Pickwick Ale & Beer), Boston and Maine Railroad, Adams & Swett (Rugs), H. P. Hood & Sons (Dairy Products), Boston, Mass.

CAHN-MILLER, INC.

413 N. Charles St., Baltimore 1, Md.
Phone: SAratoga 4466
PPA

President .....Louis F. Cahn
Vice-Pres. & Treas.....C. LeRoy Miller
Secretary .....George Gettman
Account Executives.....Louis C. Pedlar, Jr., Betty Reese, Mary Downey.
Media Director.....George Gettman

Radio Accounts: Baum's Restaurant, Elite Laundry, The Fidelity Trust Co., Jarman Motors, Inc. (Dodge & Plymouth dealers), Baltimore, Md.

TV Accounts: Hunline Bros. (Paint), Jarman Motors, Inc. (Dodge & Plymouth dealers), K. Katz & Sons, Inc. (Men's Clothing), Pre-Fab Homes & Supplies, Inc. (Prefabricated homes), Baltimore, Md.

CALKINS & HOLDEN

247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-6900
AAAA—ABP—ANPA—PPA—SNPA
NOAB—ABC

President.....J. Sherwood Smith
Vice-President.....James A. Clark
Secretary-Treasurer.....R. P. Clayberger
Partner.....Z. C. (Jess) Barnes
Radio-TV Pgm. Consultant....Walter Lurie
Art Director.....William Chausse
Production Manager.....Fred Oughton
Manager Outdoor Dept.....F. J. Fitzgerald
Media Director.....Thomas H. Young
Radio-TV Program Dir....Chester H. Miller

Branch Office
333 No. Michigan Ave., Chicago, Ill.
Radio Dept. Manager.....R. A. Washburn

Radio Accounts: Oakite Products, Inc., O-So-Grape, Modern Food, Van Camp.

TV Accounts: Oakite Products, Inc. Western Biscuit.

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.
Phone: TRinity 2-6200
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

Pres. & Chr. of Bd.....Henry T. Ewald
Exec. V-P. & Gen Mgr.....Henry G. Little
Sr. V-P. & Sec.-Treas.....Lawrence R. Nelson

Vice-Pres. & Dir. Med.....J. J. Hartigan
Vice-Pres. & Art Dir.....Halsey Davidson
Vice Presidents.....J. H. Neebe,
L. T. Robinson, W. E. Schweikart, W. P. Stewart, W. Colin Campbell.
Chairman Radio-TV Dept. Winslow H. Chase
Mgr. Det. Office.....W. Arthur Fielden

Branch Offices
1 E. 57 St., New York 22, N. Y.
Phone: MUrray Hill 8-3190
Sr. V-P.....Winslow H. Case
230 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-1946
V-P. & Gen. Mgr.....Earll W. Clements
714 W. Olympic Blvd., Los Angeles 15, Calif.
Phone: RIchmond 6204
V-P. & Gen. Mgr.....R. C. Francis
995 Market St., San Francisco 3, Calif.
Phone: SUtter 1-8736
Manager .....T. M. Johnson

Radio Accounts: Chevrolet Motor Division of G. M. Corp., The Detroit Edison Co., Detroit, Mich.; Grocery Store Products Co., Foulds Division, Local Metropolitan Chevrolet Dealer Group, Detroit, Mich.

TV Accounts: Chevrolet Motor Division of G. M. Corp., The Detroit Edison Co., Norge Div. Borg-Warner Corp., Local Chevrolet Dealer Asso. Inc.

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.,
Minneapolis 2, Minn.
Phone: LIncoln 8824
ABP—NOAB—ANPA—PPA—APA

President .....Ray. O. Mithun
Vice-Presidents .....John W. Forney, August C. Ragnow, Lester J. Will.
Secretary .....E. S. Brugette
Treasurer .....B. N. Sandquist
Radio Dir. .....Arthur H. Lund
Production Creative Dir....John W. Forney
Copy Writers.....Donald Grawert, Myrna McCauley.

Branch Office
919 N. Michigan Ave., Chicago 11, Ill.
Vice-President .....August C. Ragnow

Radio Accounts: Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-o-Meal), Gold Seal Co. (Wax Products), Our Own Hardware (Wholesale Hardware and Paint), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), Hi-lex Co. (Hilex Bleach & Disinfectant), Land O'Lakes Creameries, Inc. (Dairy Products), Northwestern National Bank (General Banking), Quality Chekd Ice Cream Assoc. (Industry Advertising & Merchandising), Red Dot Foods (Potato Chips, Popcorn, Nutmeats), Russell-Miller Milling Co. (Occident Flour & Mixes), Zinsmaster Baking Co. (Bakery Goods.)

SOLIS S. CANTOR ADV. AGENCY

1711 Walnut St., Philadelphia 3, Pa.
Phone: LO 7-8141
PPA—ABC—ABP—ANPA

Pres. & Acct. Exec.....Solis S. Cantor
Vice-Pres. .....Kathryn Cantor
Art Director.....Robert Hersch
Acct. Execs.....John Shaw, Robert Weiner, Bernard Binnick

Branch Office
350 Lincoln Rd. Bldg., Miami Beach 39, Fla.
Manager.....Sidney B. Gorchov

CARTER ADV. AGENCY

912 Baltimore, Kansas City 6, Mo.
Phone: HA 1356
ABP—ANPA—APA—NAAN—NOAB—PPA

President .....Charles W. Carter
Vice-Pres. .....William G. Rowe
Radio-TV Director .....Herb True
TV Acct. Executive.....Fred Klemp

Radio Accounts: Rudy Patrick Seed Co. (Feeds & Seeds), Perry Motor Co., May Potato Chip Co., Corn Kurl Chips, Security Nat'l. Bank, Home State Bank, Kansas City, Mo.; Consumers Co-op (Tires, Oil, Feed), City Natl Bank, Atchinson, Kans.; Rushton Baking Co., Kansas City, Mo.

TV Accounts: R. B. Jones Inc. (Insurance), Retail Merchants Assn. (Various), Kansas City, Mo.

CASMIR ADVERTISING CO., INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2014
ABP—APA

President.....David C. Casmir
Copy Chief.....James T. Cunningham
Art Director.....Ray Tatro
Art Director.....William E. Burgess
Production Mgr.....C. Wiechmann
Radio-TV Director.....Marvin Casmir

Radio Account: Haynes-Griffin (Radio-TV Records), New York.

CAYTON, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: BRyant 9-0390
ABP—APA—ANPA—PPA

President .....William D'Arcy Cayton
Secretary .....D. R. Roberts
Art Director.....Bob Lee
Radio Director.....M. Eaton
Prod. Mgr. .....C. F. Lucchese
TV Director.....Allan Black
TV Time Buyer.....M. Eaton, Allan Black
Copy .....Leo Nolan
Publicity .....K Carr

Radio Accounts: Delicia Chocolate & Candy Mfg. Co., Devoe & Reynold Co., Inc., (Paints & Art Supplies), Wearbest Rugs

(Broadloom, Carpeting), Hardin Chemical Co. (5-in-1 Soap, Why-Fires, Home Deodorant).

TV Accounts: Polaroid TV Filters, Durabilt Irons, Bond Clothing Stores, Chesebrough Mfg. Co.

CECIL & PRESBREY, INC.

247 Park Ave., New York, N. Y.
Phone: PLaza 5-8200
AAAA—ABC—ABP—ANPA—BMB—NOAB—PPA

President .....James M. Cecil
Vice-Presidents .....H. L. Kneeland, Samuel Dalsimer, S. M. Kenyon, Terrence F. MacGrath, David G. Lyon, Cecil Hackett, Eugene Bannvart.
Sec.-Treas. .....David C. Thomas
Media Director.....Harry Parnas
Radio & TV Dir.....Edward E. Simmons
Time Buyer.....Thaddeus Kelly
Asst. Radio-TV Dir.....David G. McAneny

Branch Offices
6253 Hollywood Blvd., Hollywood, Calif.
Phone: HEmpstead 2324
Exec.-in-Chge. .....Riley Jackson

Radio Accounts: Philip Morris & Co. Ltd. Inc. (Philip Morris Cigarettes), New York, N. Y.; Block Drug Co. (Ammident Tooth powder & paste, Minipoo, Omega Oil, Poligrip, Polident), Jersey City, N. J.; Lamont Corliss (Nestle candy), New York, N. Y.; Speidel Corp. (Watch bands), Providence, R. I.; Oyster Shell Products, Denver, Colo.

NELSON CHESMAN COMPANY

Main at Market St., Chattanooga 8, Tenn.
Phone: 6-4942
ABP—ANPA—APA—NOAB—PPA
SNPA

Partner-Radio Director ....John E. Fontaine
Partner-Time Buyer.....Sara M. Kelly
Time Buyer.....James R. Fox

Radio Accounts: The Chattanooga Medicine Co. (Cardui, Black-Draught, Zyrone, Soltice), Chattanooga; Tennessee Nursery Co. (Nursery and fruit trees), Cleveland; Capital Nursery Co. (Tyler, Texas Roses), Hartley Garment Co. (Dresses), Nashville, Tenn.

CHICAGO ADV. AGENCY

20 W. Jackson Blvd., Chicago 4, Ill.
Phone: WA 2-5732
ANPA—PPA—APA—ABC

Pres. & Space Buyer.....J. L. Wade
Vice-President .....Elmer Wade

C. P. CLARK, INC.

James Robertson Hotel, Nashville 3, Tenn.
Phone: 6-4179
APA—ABP—NOAB—PPA—SNPA

President-In-Charge of Radio.....C. P. Clark
Vice-Pres. & Treasurer.....D. G. Goodwin
Secretary.....J. D. Clark

Radio Accounts: American National Bank (Institutional), Fletcher & Wilson Co. (Luxury Food Products), Colonial Milling Co. (Polly Rich Flour), Tenn. Valley Marketers (Top Line Appliances).

CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.
Phone: Rittenhouse 6-0236
ANPA—PPA

President.....I. W. Clements
Secy. & Copy Chief.....E. D. Masterman
Director of Radio.....Alice Clements

Radio Accounts: Network: Modern Food Process Co., Hudson Coal Co., Horn & Hardart.

HARRY B. COHEN ADV. CO., INC.

1 E. 57 St., New York 22, N. Y.
Phone: MUrray Hill 8-3030

President .....Harry B. Cohen
Vice-Pres.-Treas. .....Edith S. Cohen
Vice-Pres.-Gen. Mgr.....Edward Aleshire
Vice-Pres. .....Edward Rosenwald
Secretary .....Harry B. Cohen, Jr.
Art Director.....Robert E. Wilson
Production Mgr. .....Oscar Fileppo
Print Space Buyer.....Jeannette LeBrecht
Acct. Executives.....Harry B. Cohen, Ted W. Keller, Edward J. Rosenwald, Edward Aleshire, Harry B. Cohen, Jr.
Research Director.....William A. Yoell
Radio-TV Dir. .....Edward Aleshire
Radio Time Buyer.....John Donaldson
Asst. Time Buyer.....Viola Nolan

Radio Accounts: The Grove Laboratories (4-Way Cold Tablets, Grove's Chill Tonic, Pfunder's Tablets), St. Louis, Mo.; Grove-Fitch Division (Fitch Shampoo, Fitch Ideal Hair Tonic), Pearson Pharmacal Co. (Dew Deodorant), New York, N. Y.

TV Accounts: The Grove Laboratories, Inc. (4-Way Cold Tablets), St. Louis, Mo.; Pearson Pharmacal Co. (Dew Deodorant), New York, N. Y.

COLE & CHASON, INC.

331 Madison Ave., New York 19, N. Y.
Phone: MUrray Hill 7-6414
PPA

Principal.....Herbert S. Chason

RUSSELL C. COMER CO.

Land Bank Bldg., Kansas City 6, Mo.
Phone: HArrison 3964
APA—ANPA—PPA—ABP

Partners...Russell C. Comer, Ruth E. Comer
Space Buyer.....Daniel C. Martin
Production Mgr.....John C. Fehlandt
Acct. Executive.....Gardner Reams
Radio Dir.....Bill Godden

COMPTON ADVERTISING, INC.

630 Fifth Ave., New York 20, N. Y.
Phone: CIrcle 6-2800

SNPA—ANPA—PPA—NOAB—ABC—BMB

President .....Robert D. Holbrook
Vice-Pres. & Secy.....Leonard T. Bush
Asst. to Vice-Pres.....Daniel P. Potter
Vice-Presidents .....Thurman L. Barnard, Frank Griffin, John K. Strubing, Edward Battey, Muriel Haynes, Guy Richards, Lewis H. Titterton, Henry A. Mattoon, C. James Fleming, Jr., Jack Rees, George Chatfield, Merrell Boyce, L. O. Holmberg.

Radio & Television Dept.

Director of Radio & TV Production .....L. H. Titterton
Manager of Depts.....Brewster Morgan
Media Director.....Guy Richards
Asst. Media Dir.....Frank B. Kemp
Head Time Buyer.....Henry Clochessy
Times Buyers .....Julia Brown, Jean Carroll, Richard Hurley, Ken Kearns, Herb Claassen.

Branch Offices

Socony-Vacuum Bldg, Chicago, Ill.
Manager .....L. O. Holmberg

Gwynne Bldg., Cincinnati, O.
Manager .....Robert P. Marsh

744 N. 4 St., Milwaukee, Wis.
Manager .....Richard Davis

6253 Hollywood Blvd., Hollywood, Calif.
Manager .....Floyd Holm

Radio and TV Accounts: Procter & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco, Duz, Fluffo, Bonus, Drene), Socony-Vacuum Oil Co., Standard Brands, Inc. (Chase & Sanborn Coffee, Instant Chase & Sanborn, Tender Leaf Tea, Instant Tender Leaf Tea), Allis-Chalmers Co., Goodyear Tire & Rubber Co., N. Y. Life Insurance Co., Kelly Springfield Tires, Simmons Knife.

THE CONNOR COMPANY, INC.

544 Market St., San Francisco 4, Calif.
Phone: YUkon 0196

APA—ABP—ANPA—PPA

President.....Edward W. Connor
Exec. Vice-Pres.....Shirley Walker
Production Manager.....Mrs. V. George
Account Executives.....Ted Conner, B. McClure, D. McFadden, S. Walker

COWAN & DENGLER, INC.

527 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-0940

ANPA—PPA—NOAB—APA

President .....Stuart D. Cowan
Vice-Pres. & Treas.....H. W. Dengler
Vice-President .....Porter F. Leach
Vice-President .....J. Clement Boyd
Secretary .....Stuart D. Cowan, Jr.
Space-Time Buyer.....A. Marie Maus
Radio-TV Director.....T. H. Moore, Jr.

Radio Accounts: Schieffelin & Co. (Pears Soap), Isbrandtsen & Sons, Inc. (26 Coffee), New York; Mittag & Volger, Inc. (Carbon paper & Ribbons), Park Ridge, N. J.; Frank G. Shattuck Co. (Schraffts Stores & Restaurants), New York.

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington, Del.
Phone: 5-6185

ABP—ANPA—APA—NAAN—PPA

President .....John Gilbert Craig
Sec.-Treas. .....Kathleen A. Walsh

Radio Accounts: Joseph Bancroft & Sons Co. (Textile Finishing), Brosius & Smedley (Lumber-Millwork-Coal), Wilmington, Del.; H. P. Cannon & Son, Inc. (Canned Foods), Bridgeville; Delaware Coach Co., Delaware Power & Light Co., Wilmington, Del.; Delaware Steeplechase & Race Ass'n, Stanton; Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co., Greenhill Dairies, Inc., Wilmington, Del.; Steinman Stations, Lancaster, Pa.; Riverview Beach Park, Pennsville, N. J.; Wilson Line, Inc. (River Transportation), Wilmington, Del.

TV Accounts: Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co., Wilmington, Del.; Delaware Steeplechase & Race Ass'n, Stanton, Del.

THE CRAMER-KRASSELT CO.

733 N. Van Buren St., Milwaukee 2, Wis.
Phone: Daly 8-3500

AAAA—ABC—ABP—ANPA—NOAB—BMB

President.....A. W. Seiler
Exec. Vice-Pres.....H. N. Pasteur
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Radio-TV Director.....J. S. Stolzoff
Prod. Mgr.....H. J. Fink
Art Div.....A. H. Biermann
Radio Time Buyer.....Loretta Mahar
Copy Chief.....R. B. Skeen

Radio Accounts: Plankinton Packing Co., Ed. Schuster & Co., Inc., Luick Ice Cream Co., First Federal Savings & Loan Association of Wisconsin, Hoberg Paper Mills, Fox Wisconsin Amusement Corp., St. Charles Mfg. Co., Hamilton Mfg. Co., Klinkert Candy Co., Luick Dairy Co.

TV Accounts: Ed Schuster & Co., Inc., Broadway House of Music, Plankinton Packing Co., First Federal Savings & Loan Association of Wisc., Marine National Exchange Bank, Milwaukee Company.

CRITCHFIELD & COMPANY, INC.

720 North Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-3061
ANPA—APA—PPA—NOAB

President.....E. P. Nesbitt
Media Dir.....E. Groenboom
Production Manager.....R. M. Cowing

CRUTTENDEN & EGER

69 W. Washington St., Chicago 2, Ill.
Phone: FInancial 6-3630
ABP—ANPA—PPA—NOAB—APA

Partners.....Edmond I. Eger, Harley B. Hobbs
Account Executives.....Leon H. Lewis, George M. Stern, Harley B. Hobbs, E. I. Eger
Media-Research Director.....Harry C. Pick
Art Director.....Harry J. Beier
Prod. Mgr.....R. H. Wilson
Radio Account: Admiral Corp.
TV Account: Admiral Corp.

CUNNINGHAM & WALSH, INC.

(formerly Newell-Emmett Co.)
40 E. 34 St., New York 16, N. Y.
Phone: MUrray Hill 3-4900
AAAA—ANPA—PPA—ABP—NOAB—SNPA—ABC—APA—CAN—NAAN—TAAN—BMB

Principals.....J. P. Cunningham, E. H. Ellis, G. S. Fowler, G. E. Hoyt, R. R. Newell, Wm. Reydel, R. L. Strobridge, F. H. Walsh.
Media Director.....N. M. McAvoy

Branch Office (Radio)
8420 Sunset Blvd., Hollywood 46, Calif.

DANCER-FITZGERALD-SAMPLE, INC.

247 Park Ave., New York 17, N. Y.
Phone: MUrray Hil 8-1600
AAAA—ANPA—APA—PPA

President.....H. M. Dancer
Vice-President.....C. L. Fitzgerald
Vice-Pres.-Treas.....Paul Keenan
Vice-Pres.-Secy.....F. T. Leighty
V-P's. & Acct. Execs.....Lyndon O. Brown, Joseph H. Holmes, Jr., Charles Hotchkiss, Gordon Johnson, Donald Manchester, J. James Neale, Howard Newton, Richard Porter, Frank Riggio, Adrian Samish, Jerome Seehof, A. W. Spence, Jr., Samuel Sutter, George Tormey.

Branch Offices
221 N. La Salle St., Chicago 1, Ill.
Exec. Vice-Pres.....F. Sewall Gardner
V-P's. & Acct. Execs.....E. R. Detchon, J. Fitzmorris.
1680 N. Vine St., Hollywood 28, Calif.
Manager.....Alvin Kabaker
6 King St., E., Toronto, Ontario, Can.
Manager.....Gilbert Nunns
Radio Accounts: Campbell Soup Co., Falstaff Brewing Corp., General Mills, Inc., Lewis-Howe Co., Procter & Gamble Co., Sterling Drug, Inc.
TV Accounts: Carter Products, Inc., Falstaff Brewing Corp., General Mills, Inc., Sterling Drug, Inc.

D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone: CEntral 6700
AAAA—ABC—ABP—ANPA—APA—BMB—NOAB—PPA

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Secretary-Treasurer.....E. D. Cronk
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Radio Director.....P. A. Louis (New York Office)

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515 Madison Ave., New York 22, N. Y.
Phone: PLaza 8-2600
Vice-Pres.....John Toigo
Terminal Tower Bldg., Cleveland 13, O.
Phone: CH 0158
Vice-Pres.....Stanley P. Seward
90 Broadview, Toronto, Ontario, Can.
Phone: GL 7591
Vice-Pres.....G. P. Altenbernd
800 Peachtree St., N.E., Atlanta 5, Ga.
Phone: VE 8815
Vice-Pres.....J. Hixon Kinsella
6532 Sunset Blvd., Hollywood 28, Calif.
Phone: HU 2-7787
Manager.....Dario Soria
Radio Accounts: The Coca-Cola Co., Atlanta, Ga.; Anheuser-Busch, Inc., Laclede Gas Light Co., St. Louis, Mo.; General Tire & Rubber Co., Akron, Weather-Seal Inc., Barberton, Cleveland Electric Illuminating Co., Cleveland, O.
TV Accounts: General Tire & Rubber Co., Akron, O.

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis 1, Mo.
Phone: Main 0790-1
PPA—NOAB—APA

Pres., Space-Time Buyer.James M. Daugherty
Secretary-Treasurer..Pauline Otto Daugherty
Radio Accounts: Pepsi-Cola, St. Louis Dairy Co., So Good Potato Chips, Blanke-Bar, Odera.
TV Account: Pepsi-Cola.

DAVIS & COMPANY

Pacific Mutual Bldg., Los Angeles 14, Calif.
Phone: Michigan 3908
ANPA—PPA

Partner.....Robert J. Davis
Time Buyer.....Beth Freeman
Radio Accounts: Blue Bird Potato Chips, Inc., Scudder Food Products, Dodson, Ltd., American Fruit Growers, Fruit Industries, Ltd.

BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids 2, Mich.
Phone: 8-0666
APA—ABP

Owner .....Ben Dean
Production Manager.....Mildred Juneau
Account Executive.....Ben Dean, Jr.

DICKLOW ADV. AGENCY

1325 National City Bldg., Dallas 1, Tex.
Phone: C-8295
APA—SNPA

Owner-Radio Buyer....Irene Scott Dicklow

DINION & DuBROWIN, INC.

624 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-2826-9-3639

Pres.-Treas. .....Erwin Dinion
Secretary .....Blanche Dinion
Radio-TV Dirs.....Jack Lloyd, Cy Williams.
TV Accounts: House Beautiful Curtains, New York.

DOE-ANDERSON ADV. AGENCY

308 Martin Brown Bldg., Louisville 2, Ky.
Phone: WAbash 3193
ANPA—APA—PPA—SNPA

Partner.....Elmer H. Doe
Partner .....Warwick Anderson
Acct. Execs. .....Elmer H. Doe, Warwick Anderson, George W. Emerson, Robert G. O'Brein.
Space Buyer .....Miss G. P. Wagner
Prod. Mgr. .....J. B. Peterkin

DOHERTY, CLIFFORD & SHENFIELD, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: BRyant 9-0445
AAAA—ABC—ABP—ANPA—APA—BMB
NOAB—PPA

President.....Lawrence L. Shenfield
V.-P. & Treasurer.....Arthur Cobb, Jr.
V.-P. & Secretary.....William E. Steers
Asst. Treasurer.....Nelson O. Argueso
Asst. Secretary.....Marie L. Brennan
Vice-Presidents.....Donald K. Clifford, Francis J. Doherty, Joel F. Jacobs, Chester MacCracken, James F. Egan, E. M. Raynolds, Philip Reichart, S. L. Frey, A. P. Butler, Robert Shaw
Director Radio-TV.....Chester MacCracken
Supervisor Radio-TV.....Blaney Harris
Director-Commercials.....D. Peter Bowles
Time Buyer .....Helen Wilbur
Radio Accounts: Bristol-Myers, Co. (Ipana, Vitalis, Trushay, Benex, Mum, Ammen, Resistab), Minute Maid Corp. (Minute Maid).
TV Accounts: Bristol Myers Co. (Ipana, Vitalis, Mum, Sal Hepatica, Resistab, Bufferin).

THE RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 20, Va.
Phone: RIchmond 3-111-3
AAAA—ABC—ABP—ANPA—APA—
NOAB—PPA—SNPA

Pres.Treas. .....Ralph L. Dombrower, Sr.
Vice-Pres. .....Ralph L. Dombrower, Jr.
Malcolm B. Dombrower.
Acct. Executive.....Edward I. Wallerstein
Counsel .....Morton L. Wallerstein
Art Director.....J. H. O. E. Pickett
Production Manager.....Hobart Britton
Space & Time Buyer.....Phyllis King
Talent Buyer.....T. Michaux Moody
Assistant .....Wilson Angel

Branch Office
Woodward Bldg., Washington, D. C.
Phone: REpublic 1420

Manager .....Philip Rosenfeld
Radio Accounts: Pamplin Smoking Pipe & Mfg. Co., Pamplin; Richmond Hotels, Inc. (Richmond, Va. Hotels & Old Point Comfort); Southland Wine Co., Inc. (Velvet Rose Wines), Goldberg Electric Products Co., Inc., Richmond; Fork Union Military Academy (Military School), Fork Union; The Words Co. (TV Receivers), Central National Bank. Etchison Hat Co., Inc., Chesterfield Hat Corp., Richmond, Va; Hushpuppy Corp. of America, Inc. (Thompson's Hushpuppy Mix), Jacksonville, N. C.; Chelco Corp., Inc. (Four "C's" Headache Remedy), Petersburg, Va.; John D. Battle (Gubernatorial Nominee), Richmond, Va.

DONAHUE & COE, INC.

1270 Sixth Ave., New York 20, N. Y.
Phone: COlumbus 5-4252
ABP—ANPA—APA—NOAB—PPA—
SNPA

Dir. Motion Picture, Radio & TV Div. .....A. Carl Rigrod
Time Buyer.....Evelyn Jones
Production Assts.....Marjorie Shields, Walter Collins.
Writer-Acct. Exec.....Latham Ovens
Radio Accounts: New York Herald Tribune, New York World-Telegram & The Sun, Aborn's Coffee, Carolina Rice (River Brand Rice Mills, Inc.), M-G-M, New York, N. Y.: Atlantic Ale & Beer, Atlanta, Ga.
TV Accounts: Sunset Appliance Stores, (Home appliances), Gold Medal Candy Corp., (Bonomo's Turkish Taffy), New York, N. Y.; Scripto, Inc. (Pens and pencils), Atlanta, Ga.

DORLAND, INC.

247 Park Ave., New York 17, N. Y.
Phone: ELdorado 5-2680
ABP—ANPA—APA—NOAB—PPA

President .....Atherton Pettingell
Treas., Exec. V.-P.....Walter S. Maas

Secy., Adm. Asst. to Pres...Mary L. Shaunty
Vice Pres.....Charles B. Strauss
V.-P.-Controller of Prod. Svcs.
Emanuel Tietler
V.-P.-Dir. of Package Goods Div. .....Herschel Deutsch
V.-P.-Assoc. Dir. of Package Goods Div.....Abner J. Rubien
Vice-Pres. .....Robert Seidel
Vice-Pres.-Art Dir.....Goldie Heller
Art Director.....William K. Jacoby
Promotion & Sales Dev.....Robert Weill
Dir. of Merchandising.....Shirley Polykoff
V-P.-Consultant for Art & Industrial Design.....Herbert Bayer
V.P.-Radio & TV Dir.....Howard G. Barnes
Radio-TV Time Buyer..Katherine Kirkbride

Radio Accounts: Helbros Watches, A. S. Beck Shoe Corp., Lanvin Perfumes, Ameritex Div.-Cohn-Hall-Marx, Colonial Airlines, Breitenbach (Gude's Pepto-Mangan), New York, N. Y.

TV Accounts: A. S. Beck Shoe Corp., Ameritex Div.-Cohn-Hall-Marx (Ameritex Fabrics), New York, N. Y.

JOHN C. DOWD, INC.

212 Park Sq. Bldg., Boston, Mass.
Phone: HUbbard 2-8050

Radio-TV Dir.....Theodore B. Pitman, Jr.
Asst. Radio-TV Dir.....Helen Garabedian

Radio Accounts: Albany Carpet Cleaning Co., Allston; Buckley & Scott (Equipment for Heating), Watertown; Clinton Clothes, Boston; National Co. (Radio Receivers & Sets), Malden; First Nat'l Stores (Food), City Fuel, Staples Coal, Paine's (Furniture, etc.), Studio Shop (Gifts), Victor (Coffee & Tea), Boston Edison (Electricity), Boston; Harvard Brewing (Beer), Lowell; Reddi-Whip (Whipped Cream), Newton; Hotel Somerset, Strazzula Bros. (Tomatoes), Ring Clear (Hosiery), Boston, Mass.; M & M Bakeries, Dover, N. H.; Haviland Chocolates, Boston, Mass.

TV Accounts: Clinton Clothing, Boston Edison (Electricity), Boston, Mass.; Rothmund (Sausages & Frankforts), Somerville; Albany Carpet Cleaning Co., Allston; Carpenter-Morton (Pain's), Everett, Mass.; National Co. (Radio Receivers & Sets), Malden, Mass.; Ring Clear (Hosiery), Boston, Mass.; Buckley & Scott (Equipment for Heating), Waterton, Mass.

L. J. DuMAHAUT ADV. AGENCY

Book Tower, Detroit 26, Mich.
Phone: WO 2-8246
APA

Owner.....L. Jerome DuMahaut
Production Manager.....Georgiana E. Park

ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 6-1400
ABC—ANPA—NOAB—PPA—SNPA

President .....Roy S. Durstine
Vice-Pres., Secy. Dir. of Media .....Arch T. Gardiner
Vice-Presidents .....Wm. E. Dempster, John Malone, Ralph D. Allum, Wm. C. Pank.
Treasurer .....T. Arnold Rau
Prod. Mgr. .....David R. Margaretten
Head Art Dir.....Harvey A. Spooner
Art Directors.....J. Burton Stevens, John A. Hagstrom.
Exec. Staff.....John C. Rome, David L. Rand, Clem W. Kohlman, Carl Friedlander, Robert L. Whitehead, C. Henry Heppenstall.
Radio-TV Dir.....Maurice Condon
Mgr. Radio-TV Dept. & Time Buyer .....Bergi Boe

Branch Offices

2853 W. 7 Ave., Los Angeles, Calif.
Phone: DUnkirk 8-3411
Exec.-in-Charge .....William Sloan

703 Market St., San Francisco, Calif.
Phone: YUkon 6-6239
Exec.-in-Charge.....Robert England

Radio Accounts: The Serutan Co. (Serutan, Nutrex, RDX, Lemel, Hi-V, Journal of Living), Van Houten & Zoon Inc. (Cocoa & Chocolate), New York, N. Y.

ADAM F. EBY & ASSOC.

336 Andrews Bldg., Buffalo 2, N. Y.
Phone: MAdison 2921

Owner .....Adam F. Eby
Account Execs.....Pauline Fergusson, Samuel E. Eby, Lillian Kirk.

Radio Accounts: Annual Sports Show, Home Family Laundry, David J. Scott Co., Brace McGuire Co., Inc.

EDELSTEIN-NELSON ADV. AGENCY, INC.

27 East Monroe St., Chicago 3, Ill.
Phones: ANdover 3-3867, DEarborn 2-5976
ABP—PPA

President & Sp. Buyer.....Edward Edelstein
Acct. Exec.....Lloyd C. Nelson
W. C. Kauer, Edward Edelstein
Art Director.....Louise Larson

ELLINGTON & CO., INC.

535 Fifth Ave., New York, N. Y.
Phone: MUrray Hill 7-4300
ANPA—APA—NOAB—PPA

President .....Jesse T. Ellington
Vice-Presidents .....Theodore S. Strong, Hyland L. Hodgson, Charles R. Marshall, Chauncey L. Landon.
Dir. of Radio & TV.....Hal James

Radio & TV Time Buyer.....Dan Kane
Radio Accounts: Cities Service (Gas & Oils), Celanese Corp. of America (Yarns, Fabrics & Plastics), New York, N. Y.
TV Accounts: Cities Service (Gas & Oils), Celanese Corp. of America (Yarns, Fabrics & Plastics), New York, N. Y.

ELLIS ADVERTISING CO.

2500 Rand Bldg., Buffalo 3, N. Y.
Phone: CL 0422
ABP—ANPA—NOAB—PPA

Partners.....Michael F. Ellis, Jr., Jerome R. Ellis
Radio-TV Director.....Toby Treger
Radio Accounts: Basil Theaters, Buffalo Optical Co., Simon Greenbaum Clothing, John Henrich Co., Italian & French Wine Co., Niagara National Bank, Western Savings Bank, City Service Taxi Co., Kensington Savings & Loan Assn., Old Barn, DiBello Pontiac Motors, Rosinski Furniture Stores, Nemmer Furniture Stores, Mel's Clothing, Loonsk Bros. Dry Cleaning, First Federal Savings & Loan Assn. of Kenmore.
Television Accounts: Rosinski Furniture Stores, Loonsk Bros. Dry Cleaning, Bredenberg Distributing Co. (Drewry's Brewery), Household Outfitting Co., Western Savings Bank, Niagara National Bank, Buffalo Optical Co., Bredenberg Distributing Co. (Labatt's Ale and Beer).

ROBERT J. ENDERS ADVERTISING

1415 K St., Washington 5, D. C.
Phone: STerling 2222

President .....Robert J. Enders
Account Execs.....William F. Fitzgerald, Leonard C. Rennie, Sylvia Devey, Robert I. Black, Howard Enders, Robert J. Enders.
Creative Staff.....Dorothy Wasserman, Baxter Schwellenbach, Donald Blass.
TV Art Director.....Fred Waller
Film Director.....Richard Lyford
Animation Director.....Gene Tourville
Chief Photographer.....Sam Rosenberg

Branch Offices
1420 Walnut St., Philadelphia, Pa.
Phone: KIngsley 6-1858

Manager .....Howard Enders

1912 Duke St., Alexandria, Va.
Phone: TEmple 9337

Manager .....Leonard C. Rennie
Radio Accounts: Amvets (American Veterans of World War II), Occidental Rest., Washington, D. C.; Al's Motors (Automobiles & Service), Arlington, Va.; George's Radio & TV Co., in coop. with RCA, Admiral, Motorola, Frigidaire, General Electric (Radios, TV & Electrical Appliances), National Productions (Shows) Washington, D. C.; Briggs Filtration Co. (Oil Filters, etc.), Bethesda, Md.; Simon Distributing Corp. (Motorola Distributor), Abbott Refrigeration (Air Conditioning, Comm. Refrigeration, Frigidaire Products), Federal Security Agency, Home Appliance Co. (Radios, TV & Elec. Appliances) Travel, Inc. (Travel Agency), Economic Cooperation Administration, McCoys (Radios, TV & Elec. Appliances), Mid-Atlantic Appliances (Admiral, Bendix, etc. Distrib.), Washington, D. C.
TV Accounts: Gimbels (Department Store), Pierce-Phelps Inc., Philadelphia, Pa.; George's Radio & TV Co., Julius Garfinkel & Co. (Department Store), Washington, D. C.

ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.
Phone: State 1366-7
ANPA—PPA—APA—NOAB

President & Treasurer...Frank L. Engel, Jr.
Vice-Pres. & Sec.....M. L. Engel
Art Dir. & Copy Dir.....A. A. Lausmann
Radio Accounts: Superior Match Pants Co., Westhauser Nurseries.

ENNIS-ANDERSON ADV. AGENCY

Angelo Bank Bldg., Fresno, Calif.
Phone: PH 3-2613

Pres. & Prod. Mgr.....E. E. Anderson
Vice-Pres. & Space Buyer.....Frank Ennis
Art Director.....Milton M. Young
Radio Director.....Lon McAdams
Radio Accounts: Midget Auto Race Assoc., National Dollar Stores, Roth Furniture Co., Fresno Macaroni Co.

ERWIN, WASEY & CO., INC.

Grayybar Bldg., 420 Lexington Ave.,
New York 17, N. Y.
Phone: LExington 2-8700
AAAA—ANPA—PPA—NOAB—APA

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Sec.-Treas. .....James F. O'Connor
Exec. Radio-TV Dir..C. H. Cottington (L.A.)
Radio-TV Dir...Richard L. Eastland (N.Y.)
Time Buyer.....Raymond Sims (N.Y.)
Radio Producers....Charles F. Lowe, (L.A.), John Halpern (N.Y.)

Edwin, Wasey & Company, Ltd.
230 N. Michigan Ave., Chicago, Ill.

Manager .....L. R. Northrup

Branch Office of Erwin, Wasey & Co., Ltd.
5045 Wilshire Blvd., Los Angeles, Calif.

Manager .....Fred M. Jordan

Erwin, Wasey & Co. of Minnesota
523 Marquette Ave., Minneapolis 2, Minn.

Presiednt-Manager .....Mac Martin

Erwin, Wasey & Co. of the South
First National Bank Bldg, Oklahoma City, Okla.

Vice-Pres.-Mgr. .....Harold Halsell

Erwin, Wasey of Canada, Ltd.
1170 Bay St., Toronto, Ont., Canada

Manager .....Ralph L. Lawson

Branch Office of Toronto
1121 St. Katherine St., W., Montreal, Canada
Manager .....Brian Devlin

Radio Accounts: Lydia E. Pinkham Medicine Co., Musterole Co., The Barbasol Co., Consolidated Cigar Co., Carnation Co., Acme Flour Mills, Albers Milling Co., Peter Fox Brewing Co., Zonite Products Corp., S. C. Johnson & Sons, Inc., Nash Coffee Co., Anderson-Pritchard Oil Corp., Kreml Hair Tonic & Shampoo, K-R-O Co., Pertussin, Jacob Riess Bottling Works, Inc., McCall-Frontenac, California Bank, McCoy Products, Inc., Daggett & Ramsdell Olive Tablet Co.

BENJAMIN ESHELMAN CO.

1522 Locust St., Philadelhia 2, Pa.
Phone: KI 5-2590
ANPA—APA—PPA

President .....Benjamin Eshelman
Exec. Vice-Pres.....J. J. D. Spillan
V.-P. & Radio Dir.....L. H. Greenhouse
Secy. & Prod. Mgr.....W. J. Collopy

Radio Accounts: Commonwealth of Pa., dept. of commerce; Commonwealth of Pa., dept. of revenue; Lee Rubber & Tire Corp.

WILLIAM ESTY COMPANY, INC.

100 E. 42 St., New York, N. Y.
Phone: Murray Hill 5-1900

Vice-Pres.-Chg. Radio.Thomas D. Luckenbill
Chg. Television.....Kendall Foster
Chg. Hollywood Office.....Don Bernard
Chief Execs.....Wendell Adams, Stan Lomas, Sam Northcross, Helen Phillips, Andrew Potter, Charles White, Max Wylie.

Branch Office
California Bank Bldg., Vine & Selma,
Hollywood 28, Calif.
Phone: Hudson 2-3366

Exec.-in-Chg. .....Don Bernard

Radio Accounts: Colgate (Super Suds, Fab, Vel), National Carbon (Prestone Anti-Freeze), Piel Bros. (Piel's Beer), R. J. Reynolds Tob. Co. (Camel Cigarettes, Prince Albert Smoking Tobacco).

TV Accounts: R. J. Reynolds Tob. Co. (Camel Cigarettes), Colgate (Vel), National Carbon (Eveready Batteries), Piel Bros. (Piel's Beer).

ALBERT EVANS—ADVERTISING

9th Floor Dan Waggoner Bldg.,
Fort Worth 2, Tex.
Phone: 3-9521
ABP—ANPA—APA—BMB—NAAN
NOAB—SNPA

Partner.....Albert Evans, Jr.
Partner.....Gordon N. Teague
Acct. Exec.....Gene M. Lightfoot
Acct. Exec.....Stan Schlenther
Art Dir.....Jud Acker
Prod. Mgr.....Mary Lou Slay

Radio Accounts: Armour & Co. (Cloverbloom 99), Foremost Dairies, Inc. (Southwest Division), "OB" Maccaroni Co., Terminal Grain Co., Williamson-Dickie Co.

EVANS-WORK ADVERTISING AGENCY

318½ South Sixth, Springfield, Ill.
Phone: 28868

President.....Clarence R. Evans
Art Director.....John Robert Work
Continuity Director.....Imogene Reische

Radio Accounts: American Roofing Co., Arch Wilson, Inc., Axtell Kramer, L. B. Bell Fur Co., Bootery, Bridge Jewelry, Inc., Camera Shop, Capital City Motors, Capitol Aviation, Inc., Community Bakery Co., Constantino Packing Co., Faultless Milling Co., Frostie Bottling Co., Harold Prehn, Inc., Kennedy Laundry & Dry Cleaners, L & L Sales, Piggly Wiggly (Fisher Grocery Co.), Oauality Dairy, Rolands, St. Nicholas Hotel, Seck DeVault Paint Manufacturing Co., Springfield Refinoil Co., Willis Meyers Upholstery Co.

LAWRENCE I. EVERLING, INC.

1700 Walnut St., Philadelphia 3, Pa.
Phone: Pennypacker 5-7927
ABP—ANPA—APA—AAAA
NOAB—ABC

President.....Lawrence I. Everling
V.-P. Radio Dir. & Buyer Radio Time
Frank J. Crockery
Sec. & Dir. of Art.....Reynold Abbruzi

Radio Accounts—Petroleum Heat & Power Co., Mrs. Smith Pie Co.

FEDERAL ADVERTISING AGENCY, INC.

385 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 8-4200
AAAA—ABP—ANPA—APA—NOAB—PPA

President .....Gordon Hyde
Vice-residents.....Dr. Wallace H. Wulfeck, Jules Singer, Kenneth Plumb, Pete Hurd, Joseph Leopold, Douglas Boyd, Thomas P. McMahon, Frank Hermes, Herb Morse, Charles Wright
Vice-Pres.-Dir. of Radio & TV
Francis C. Barton, Jr.
Ass't to Mr. Barton.....George Burbach
Time Buyer.....Penelope A. Simmons
Copywriter-Radio & TV..Miss Pat Hartels
Estimator .....Frank Howlett
Ass't to Time Buyer.....Jacqueline Ruta

Radio Accounts: American Safety Razor Corp. (Razors, Blades, Lighters), Brooklyn, N. Y.; Harriet Hubbard Ayer, Inc. (Cosmetics, Home Permanents), Pan American

Coffee Bureau (Coffee), New York, N. Y.; Gerber Products (Baby Foods), Fremont, Mich.; Doeskin Products, Inc. (Facial Tissues, Paper Napkins), General Cigar Co. (Van Dyck Cigars), Lever Bros. (Breeze), New York; John F. Trommer, Inc. (White Label Beer & Ale), Brooklyn, N. Y., Orange, N. J.; McCall Corp. (McCall's Magazine), New York, N. Y.

TV Accounts: Harriet Hubbard Ayer, Inc. (Cosmetics, Home Permanents), New York; John F. Trommer, Inc. (White Label Beer), Brooklyn, N. Y., Orange, N. J.; American Safety Razor Corp. (Lighters), Brooklyn, N. Y.; McCall Corp. (Magazine), New York, N. Y.

HARRY FEIGENBAUM ADVERTISING AGENCY

2011 Walnut St., Philadelphia 3, Pa.
Phone: LOcust 4-1536
ANPA—NOAB—PPA

Partners..Harry Feigenbaum, David Werman
Radio & TV Director....Franklyn S. Roberts

Radio Accounts: Grabosky Brothers (Royalist Cigars), B. S. Pincus & Co. (Yankee Maid Frankfurters), Laundry Board of Trade of Phila., Federal Savings Associations of Phila., Hardwick & Magee Company (Rugs & Furniture), Phila.; Cumberland Brewing Co. (Old Export Beer), Cumberland, Md.; Philadelphia Daily News (Newspaper), Continental Casualty Co. (Phila. Office), (Sickness & Accident Insurance); A. B. C. Auto Driving School, Phila., Pa.

TV Accounts: B. S. Pincus & Co. (Yankee Maid Meats), The Arrow Store (Men's Store), Master Floor Covering (Rugs & Floor Coverings), Phila., Pa.; Hudson Dealers of Phila.

ROBERT FELDMAN, INC.

878 Seventh Ave., New York 19, N. Y.
Phone: CO 5-3642

Pres. & Radio Time Buyer..Robert Feldman
Vice-Pres. .....B. Michaels
Radio Director.....C. Rhodes
Copy Chief.....L. Barton

Radio Accounts: Hotel Manhattan Towers Nevele, Country Club, Elliott Murphy's Aquashow, Maurella Products (Perfumes), Wivel Restaurant, Village Barn, Jack Dempsey's Rest, Palisades Amusement Park, Chen's Singapore, Young's Gap Hotel.

TV Accounts: Chateau Martin Wines, Wivel Restaurant, China Doll Night Club.

FELLOWS ADVERTISING AGENCY

410 Harned Blvd., Syracuse, N. Y.
Phone: 2-2197
ABP—APA

President.....Byron F. Fellows, Jr.
Vice-President.....Donald G. Novak
Sec.Treas. .....Marjorie Hughes
Copy Writer.....Jane Logan

Radio Accounts: Merchants Bank, Syracuse; BWB Food Co. (Baked Beans, Soup), Mexico, N. Y.; Moore & Quinn Brewery, Syracuse; Syracuse Industrial Club, Syracuse, N. Y.

TV Accounts: Syracuse Industrial Club, Syracuse, N. Y.

COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,
Washington, D. C.
Phone: NAtional 7713
PPA

President.....Courtland D. Ferguson
Secty.-Treas.....Lucille Pierce Ferguson
Radio Director.....Wm. R. Groome
TV Director.....Walter J. Kerwin
Radio Time Buyer.....Patricia Brennan
Account Executive...George D. McGuinness
Account Executive.....Philip Martin

Branch Offices

525 N. Charles St., Baltimore, Md.
Manager .....George Ross
Life Ins. Co. of Va. Bldg., Richmond, Va.
Manager.....Frank G. Christian

Radio Accounts: L. S. Briggs, Inc. (Meat Products), Washington, D. C.; Schindler Peanut Products (Peanut Butter & Peanuts), Wash. & Balt.; Mann's Potato Chips, Wash. & Richmond; Smith-Douglass Co. (Fertilizer), James G. Gill Co. (Coffee), Richmond; Smith's Storage Co., Washington; Lincoln Warehouse Corp., New York; Manbeck Bread Co. (Bread Products), Hagerstown, Md.; High's Ice Cream Co. (Dairy Products), Washington, D. C.; Little Tavern Shops (Restaurants), Wash. & Baltimore.

TV Accounts: Bergmann Laundry, Briggs (Meat products), Emerson & Ore (Buick Dealers), Smith's Storage Co., Washington, D. C.

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
Phone: MUrray Hill 9-7100
ABP—ANPA—APA—NOAB—PPA

President-Treasurer.....Lawrence Fertig
Exec. Vice-Pres. & Sec.....Alexander Slavitt
Vice-President .....Philip Lukin
Account Execs.....J. B. Morse,
Lawrence Wisser, Henry Bretzfield
Space Buyer.....Miss Selma Grosswirth
Art Director.....Stanley Dusek
Production Mgr.....Kenneth Miller
Radio-TV Time Buyer, Dir.Henry Bretzfield

Radio Accounts: Sam Smith Shoe Corp. (Little Yankee Shoes), Newmarket, N. H.

ROBERT G. FIELDS & CO.

1100 Warner Bldg., Nashville 3, Tenn.
Phone: 6-1977
ABP—APA—PPA—SNPA

President.....Robert G. Fields

Account Exec.....W. R. Culbertson
Secretary .....A. Ferguson
Radio Accounts: Robt. Orr & Co. (Coffee), Cherokee Mills (Flour), St. Bernard Coal Co. (Coal), Nashville Pure Milk Co. (Milk).

JOHN A. FINNERAN, INC.

1475 Broadway, New York 18, N. Y.
Phone: BRyant 9-1290

Pres. & Secy.....John A. Finneran
V.-P. & Treas.....Honoria Finneran
Asst. Treas.-Gen. Mgr.....H. B. Pettengill
Art Dir.....K. Elmore
Chief Copywriter.....D. Anscombe
Space & Time Buyer.....E. Pryde
Acct. Execs.....Curtis I. Brown, G. White, B. Silon, F. Quinn, Dayton M. Jones.
Radio Accounts: DeSoto Beach Hotel & Cabana Club, Heaton Hall, Hollywood Academy, Red Lion Inn, St. Moritz Hotel (Lake Placid), United Air Lines.

FIRESTONE-GOODMAN ADV. AGENCY, INC.

445 Loeb Arcade, Minneapolis 2, Minn.
Phone: Main 4393
ANPA—APA

President.....Allan L. Firestone
V.P.-Treas.....Archie Goodman
Sec.....R. S. Firestone
Radio Accounts: Great Minneapolis Surplus Store, Palm Beach Cosmetics, Minneapolis, Minn.

M. M. FISHER ASSOCIATES

134 N. LaSalle St., Chicago 2, Ill.
Phones: Cen. 6-1610-1611

Owner.....Jack L. Fisher, Sr.
Co-Owner.....Jack L. Fisher, Jr.
Radio Time & TV Space Buyer..Helen Heinz
Radio Accounts: Lester Cowan Prods. (Movies), New York; Balaban & Katz (Movies), Bell Savgs. & Loan Assn. (Bank), Hilton Hotels (Hotel), Cook Co. Democratic Party (Political), Chicago; Greater Chicago Hotel Assn. (Hotel), Eagle-Lion Films, Inc. (Movies), Chicago & New York; Geo. S. May Co. (Tam O'Shanter Country Club), Chicago; Selznick Releasing Org. (Movies), New York; Shubert Theaters (Stage shows), Chicago; United Artists Corp. (Movies), Universal Pictures (Movies), Warner Bros. Pictures (Movies), Essaness Theaters (Movies), Sol Lesser Productions (Movies), Andrew Stone Productions (Movies), 20th Century-Fox Film Corp. (Movies), New York; Vanguard Films, Inc. (Movies), Hollywood.
TV Accounts: Selznick Releasing Org. (Movies), New York, N. Y.

FITZGERALD ADVERTISING AGENCY

833 Howard Ave., New Orleans 12, La.
Phone: Tulane 3131

Partners.....Joseph L. Killeen, Joseph H. Epstein, Roy M. Schwarz, Leonard Gessner, Warren G. Posey, E. W. Rector Wootten.
Radio Director.....Aubrey Williams
Radio Accounts: Wesson Oil & Snowdrift Sales Co. (Wesson Oil, Snowdrift), H. G. Hill Stores, Jackson Brewing Co. (Jax Beer), New Orleans, La.
TV Accounts: Jackson Brewing Co. (Jax Beer), New Orleans, La.

FLACK ADV. AGENCY, INC.

1110 Hills Mldg., Syracuse 2, N. Y.
Phone: 2-3129
AAAA—ABP—ANPA—APA—NAAN—PPA

President.....John B. Flack
Secretary.....Florence O. Miller
Treasurer.....J. K. Bowman
Account Executives.....Claire Evans, Arnold T. Bowden, William P. Conklin, Grover H. Hubbell, David R. Allen

FOLEY ADVERTISING AGENCY

1012 N. B. C. Bldg., Cleveland 14, O.
Phone: CHerry 1490

President.....Robert B. Foley
Sec.-Treas.....Helen M. Little
Radio Accounts: I. J. Fox, Inc. (Retail Furrier), Grismer Motors, Inc. (Lincoln-Mercury Dealer), Morton S. Pine Co. (Day's Pine Cleanser), Cleveland Stetson Shop (Retail—Shoes), Cleveland, O.

THE RICHARD A. FOLEY ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.
Phone: Kingsley 5-1560
AAAA—ABC—NOAB

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1st V.P.-Sec.-Treas.....Lee E. Hood
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V.P.-Dir. of Merch'dising.....Jerome B. Taft
Vice-President.....Russell Gray, Jr.
V.P.-Media Director.....Wesley Winning
Research Director.....David F. Johnstone
Copy Director.....Raymond Barr
Art Director.....Earle Steiert
Mech. Production Mgr.....Ed. G. Griffiths
Office Manager.....Catherine E. Gibbons
Radio-TV Director.....James L. Tabor
Radio Accounts: Abbotts Dairies, Inc., Beneficial Saving Fund, Brock & Co. (Frozen French Fries), Freihofer Baking Co., Philadelphia, Pa.
TV Accounts: Abbotts Dairies, Inc., Beneficial Saving Fund, Brock & Co. (Frozen French Fries), Philadelphia, Pa.

FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-6600

ABP—ANPA—APA—PPA—AAAA—ABC

President .....Emerson Foote
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V.-P. in chg. of Media & Research
Sherwood Dodge
V.-P. & Mgr. East Motion Pic. Div.
Harold Holt
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Mgr. Production Dept.....J. A. Koehler
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919 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-4800

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Mgr. Media Dept.....Robert Hussey
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Phone: MIchigan 2-7651

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Mgr. Production Dept.....Ward Ritchie
Radio Time Buyer.....Claire Koren

San Francisco Office

235 Montgomery St., San Francisco 4, Calif.
Phone: SUtter 1-2355

V.-P. & Mgr.....Ford Sibley
V.-P. & Art Dir.....Link Malmquist
Dir. of Media.....Llew A. Jones
Mgr. Production Dept....Albert A. Sperisen
Dir. of Research.....Patricia Barbagelata

Hollywood Office

6233 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-6265

Vice-President .....Robert Ballin
General Manager.....C. Burt Oliver

Portland Offiffce

Pacific Bldg., Portland 4, Ore.
Phone: ATwater 8181

Exec.-in-chg.....Leith F. Abbott

Radio Accounts: Acme Breweries, San Francisco; A & T Productions, Hollywood; All-Year Club of So. Calif., Ltd., Los Angeles; American Bakers Assn., Chicago; American Wine Co., Beverly Hills; Anahist Co., Yonkers, N. Y.; Anglo California National Bank, San Francisco; Arden Farms Co., Los Angeles; Argosy Picture Corp., Culver City; Arko Productions, Inc., Culver City; Armour & Co., Chicago; B-B Pen Co., Inc., Los Angeles; Barbara Gould, Inc., New York; Beatrice Foods Co., Chicago; Bero Films, Hollywood; Bourjois, Inc., New York; California Fruit Growers Exchange, Los Angeles; Californians, Inc., San Francisco; Chanel, Inc., New York; Cole of California, Los Angeles; Commercial National Bank & Trust Co. of New York; Crest Productions, Inc., Hollywood; Delco Appliance Div., General Motors Corp., Rochester, N. Y.; John H. Dulany & Son, Inc., Fruitland, Md.; Emerson Radio & Phonograph Corp., New York; Fairfax Bread Co., San Francisco; Federation of Swiss Watch Manufacturers, Bienne, Switzerland; First National Bank of Chicago; Frigidaire Division, General Motors Corp., Dayton, O.; General Foods Corp., Post's Rice Toasties, Instant Postum and Postum Cereal, New York; Glass Container Manufacturers Institute, New York; Hall Brothers, Inc., Kansas City, Mo.; Hat Research Foundation, New York; Hughes Productions, Hollywood; Independent Artists, Inc., Hollywood; International Cellucotton Products Co., Chicago; International Latex Corp., Dover, Del.; Kimberly-Clark Corp., Neenah, Wis.; Jesse L. Lasky Productions, Inc., Los Angeles; Liebmann Breweries, Inc., Brooklyn; Lockheed Aircraft Corp., Burbank; Marshal Field & Co., John Marshall Insurance Co., Chicago; Glenn McCarthy Productions, Hollywood; McKem & Vanta, Divisions of Shawmut Mills, Inc., New York; Montgomery Ward & Co., Chicago; National Piano Manufacturers Association of America, Chicago; New York Central System, New York; Northrop Aircraft

Corp., Hawthorne, Calif.; Northwestern University, Evanston, Ill.; Pacific Mutual Life Insurance Co., Los Angeles; Pepsodent Div., Lever Brothers Co. (Pepsodent Tooth Paste, Antiseptic, Toothbrushes, Trim Hair Tonic), Chicago; Purex Corp., Ltd., South Gate; Rheem Manufacturing Co., San Francisco, New York; RKO Pathe, Inc., RKO Radio Pictures, Inc., RKO Theatres (RKO Service Corp.) New York; S & W Fine Foods, Inc., San Francisco; Safeway Stores, Inc., Oakland; Security-First National Bank of Los Angeles; Showtime Pictures, Inc., Sierra Pictures, Inc., Hollywood; Southern Pacific Co., San Francisco; Hunt Stromberg Productions, Los Angeles; Sun Harbor Packing Co., San Diego; Toni Company, The, Chicago; Union Oil Co. of California; Van Raalte, Inc., New York; Hiram Walker, Inc. (Hiram Walker's Imperial Whiskey, Walker's De Luxe Straight Bourbon Whiskey), Walkerville, Ont., Can.; Western Beet Sugar Producers, Inc., San Francisco; Western Oil and Gas Assn., Los Angeles; Westwood Productions, Inc., Hollywood.

TV Accounts: Beatrice Foods Co., New York; Marshall Field & Co., Chicago; New York Central System, New York; Pepsodent Division, Lever Bros. Co., Chicago.

MARSHALL FORD ADV. AGENCY

918 11th St., Sacramento 14, Calif.
Phone: Gilbert 2-3645
APA—PPA

President .....Marshall Ford
Radio Director.....Wm. Cummings

Radio Accounts: Bercut-Richards Packing Co. (Sacramento Brand Foods), Pureta Sausage Co. (Sausage Products), Capital National Bank, Taylors Dairy (Ice Cream), Brolli-Parks Co. (Zenith Radios), Sacramento, Calif.

FORT & COMPANY

1101 S. Tryon St., Charlotte 1, N. C.
Phone: 4-7122
SNPA

President.....John L. Fort
Secretary.....Mrs. Ruby Black
Art Director.....William Bain

Radio Account: Kennedy Laboratories, Inc. (The Kennedy Formula).

FRANK & HOLLINSHEAD, INC.

1407 Industrial Bank Bldg., Detroit 26, Mich.
Phone: Woodward 2-6220
ABP—ANPA—APA—PPA—NOAB

Pres., Treas. & Copy Chief.....E. G. Frank
V.-P. Radio Dir. & Radio Time Buyer
M. A. Hollinshead
Research Dir.....D. R. Hodgins
Art Dir. & Prod. Mgr.....J. S. Chandlee
Space Buyer.....Mrs. M. A. Youngs
Account Executives.....E. G. Frank, M. A. Hollinshead, D. R. Hodgins

ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York 6, N. Y.
Phone: COrtlandt 7-5060
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Vice-Chairman-General Mgr.
Harold E. Maples

Branch Offices
10 Post Office Square, Boston 9, Mass.
Packard Bldg., Philadelphia 2, Pa.
1 La Salle St., Chicago 2, Ill.
235 Montgomery St., San Francisco 4, Calif.

Radio Accounts: Merrill, Lynch, Pierce, Fenner & Beane, Noma Electric.

JONES FRANKEL CO.

180 N. Wabash Ave., Chicago 1, Ill.
Phone: DEarborn 2-5745
NOAB—ABP—ANPA—APA—PPA

President.....Jones B. Frankel
Acct. Execs.....A. G. Gaines, Ben Rubin, Ira L. Morton, Jones B. Frankel, Lew Sanders, Fred McCarthy
Prod. Manager.....Gladys R. Arnold
Space Buyer.....Helen Eich
Radio-TV Director.....Lew Sanders

Radio Accounts: Lion Chemical Co., Terman's, Rolin Sales, Valmor Prod., General Camera Co.

TV Accounts: Terman TV Sls., Rosin-Starr, General Camera Co.

THE FREDERICK-CLINTON CO., INC.

545 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-7433
ABP—ANPA—APA—NOAB

President.....F. C. Burger
Exec. V.-P. & Treas.....H. S. Rieff
Secretary.....R. S. Buckbinder
Art Director.....E. Gambole
Prod. Mgr.....Phil Berman
Radio & TV Dir.....Sydney Rubin

Radio Accounts: Adler Shoes, New York; Coward Shoes, N. Y., Phila., Boston.

CURT FREIBERGER & CO.

314 Cooper Building, Denver 2, Colo.
Phone: Alpine 2048
ANPA—ABP—APA—NAAN

Pres., Radio Dir. & Time Buyer
C. J. Freiberger
Art Director.....H. Ray Baker
Account Executive.....Kent Thomas
Secretary.....Charles A. Haskall

Radio Accounts: Central Bank & Trust Co., Tivoli Brewing Co., Brecht Candy Co., Toner's Peanut Butter, Colorado Potato Flake Mfg. Co., Securities Credit Corp., Associated Grocers of Colo., Conway-Bogue Realty Co., Burns Realty & Trust Co., Wildgrube Decorating Co.

FREITAG ADV. AGENCY

988 Spring St., N.W., Atlanta 5, Ga.
Phone: HEmlock 1345
ABP—ANPA—APA—NOAB—PPA
SNPA—BMB

Owner.....J. V. Freitag
Prod. Mgr. & Art Dir.....H. J. Torgesen
Space Buyer.....M. K. McGowan
Secretary.....R. W. Wallace
Copy Chief Radio Dir.....Norman Frankel
Radio Accounts: Columbia Baking Co., Walton Rice Mill, Inc.

OAKLEIGH R. FRENCH & ASSOCIATES

4235 Lindell Blvd., St. Louis 8, Mo.
Phone: Newstead 0037
AAAA—ABP—NOAB—ANPA—PPA
APA—NAAN

Partner.....Oakleigh R. French
Partner.....Mazie G. French
Dir. Consumer Mdse.....G. Gordon Hertslet
Art Director.....F. H. Turpin
Dir. Client Service.....Richard C. Lynch
Radio Time Buyer, Acct. Exec.
Al Maescher, Jr.
Radio Accounts: Mercantile Commerce Bank & Trust Co., Dixie Mills, Phelan-Faust Paint Co., H. P. Coffee Company, Meletio Sea Food Company, Luber-Tone, Inc.

AD FRIED ADVERTISING AGENCY

318 15 St., Oakland 12, Calif.
Phone: Higate 4-6580
(See Complete Listing Under "A")

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone: LIberty 2-0813
ANPA—PPA—APA

President.....Karl M. Frost
Treasurer.....Harry M. Frost
Asst. Treas.....Florence A. Dondero
Secy. Radio Dir. & Time Buyer
Harvey P. Newcomb
V.-P. Pro. Mgr. & Space Buyer
Harold E. Bessom
Newspaper Space Buyer.....Anna V. Turner
Radio Accounts: Durkee Mower, Inc., Supreme Wine Co., Eastern Racing Assn., Campbell Fairbanks Expositions, Genoa Packing Co., Eldred & Barbo.

FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York 17, N. Y.
Phone: MUrray Hill 6-5600
AAAA—ABC—ABP—ANPA—APA—BMB
NOAB—PPA

Chairman of the Board.....John E. Wiley
President.....Allen L. Billingsley
Exec. Vice-Pres.....E. L. Andrew
Secy.-Treas.....C. C. Reidenbaugh
Mgr. Radio & TV Dept. (New York)
Lee Williams
Mgr. Media Dept. (New York)..George Lyon
Mgr. Media Dept. (Cleveland)...W. J. Staab
Mgr. Film Dept. (Cleveland)
Richard Reynolds
Mgr. Radio Dept. (Cleveland)..M. M. Scott

Branch Offices
1501 Euclid Ave., Cleveland 15, O.
Phone: CHerry 6700

Vice-Pres.....W. A. Wright

105 W. Adams St., Chicago 3, Ill.
Phone: ANdover 3-5041

Vice-Pres.....E. J. Lauesen
Radio Accounts: Olney & Carpenter (Food Products), Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co. (Toxaphene), Aluminum Cooking Utensil Co. (Wear-Ever), Bryant Heater Corp. (Gas Heaters), Burkardt Brewing Co. (Beer), Penzoil (Gasoline & Oil), Commonwealth Shoe & Leather Co. (Shoes), Commercial Solvents Corp. (Anti-Freeze), Owens-Corning Fiberglas (Curtains), Alum inum Co. of Amer. (Various).
TV Accounts: Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Burkhart Brewing Co., Aluminum Cooking Utensils Co., Orange Screen Co., Linder Davis Co., Domestic Sewing Machine Co., Westinghouse Elec. Corp.

FURMAN, FEINER & CO., INC.

117 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-6265
ANPA—APA—PPA

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Vice-President.....Irving J. Gottlieb
Secretary .....Nathan Rothenberg
Art Director.....Edwin R. Swaback
Acct. Executive.....H. Edward Simon
TV Director.....Les Persky
Radio Accounts: American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Reimann & Bresse (Furniture), Labor Zionist Comm. for Relief & Rehabilitation, Colomby Watch (Jewelry), New York, N. Y.

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone: Garfield 2915

President.....Elmer G. Marshutz
Radio-TV Director.....Arthur J. Casey
Asst. Radio-TV Director.....May A. Kohler
Radio Time Buyer.....John Naylor
Asst. Radio Time Buyer..John Hetherington

Branch Office
9 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-2000

Exec. Vice-President.....S. M. Ballard
V.-P. in Chg. of Radio for N. Y. Office
Roland Martini
Radio Accounts: Ralston Purina Co. (Cereal and Feeds), Pet Milk Co. (Evapo-

rated Milk), Barton Mfg. Co. (Barton's Dyanshine), St. Louis; Cook Chemical Co. (Cook-Kill Insecticide), Kansas City, Mo.; H. C. Cole Milling Co. (Omega Flour), Chester, Ill.; Godefroy Mfg. Co. (Larieuse Hair Coloring), The Grove Laboratories, Inc. (Bromo Quinine Cold Tablets, Kare Lotion Deodorant), St. Louis; H. D. Lee Co. (Food Products), Kansas City; Old Judge Coffee Co. (Old Judge Coffee), St. Louis Public Service Co., St. Louis; Stokely-Van Camp, Inc., Indianapolis, Ind.; Union Electric Co. of Missouri, St. Louis; Lion Oil Co., Eldorado, Ark.; National Guard, Washington, D. C.

TV Accounts: Pet Milk Co. (Pet Milk), St. Louis; Stokely-Van Camp, Inc., Indianapolis, Ind.; Banquet Canning Co., St. Louis Independent Packing Co., St. Louis, Mo.

GARFIELD & GUILD ADV. AGENCY

45 2 Street, San Francisco, Calif.
PPA—ANPA—NOAB—ABP—NAAN
AAAA—APA—SNPA—BMB

President.....Sidney Garfield
Prod. Mgr.....John Brevit
V.-P. Radio-TV Dir....William A. Morrison
Acct. Execs.....Sidney Garfield, W. A. Morrison

Radio Accounts: Chemicals, Inc., Kay Jewelry Co., No Doz Awakeners.

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-8388
APA—ANPA—PPA—NOAB

Pres., Treas., Acct. Exec.....W. W. Garrison
Secretary & Space Buyer.....G. P. Schill
V.-P. & Acct. Exec.....Earl Lines
Art Dir.....O'Cal Hanson

Radio Accounts: Florida Citrus Exchange, Gibson Refrigerator Co.

GEARE-MARSTON, INC.

21 S. 12 St., Philadelphia 7, Pa.
Phone: LOcust 4-0530
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NOAB—PPA

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Secretary.....William G. Huckel
Treasurer.....Elizabeth A. Heath
Acct. Execs.....Bates Compton, John E. Rooney, John W. Claghorn, J. Ross Pilling, Jr., Wm. E. Surgner, John F. Coverly-Smith, Joseph F. Feeney, Edward B. Scull
Public Relations Director.....Wm. C. Faust
Radio-TV Dir.....Hal S. Lamb

Branch Office
420 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-0880
Vice-President.....Charles S. O'Donnell

Radio Accounts: Penn Mutual Life Insr. Co. (Insurance), Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Skinner & Eddy (Icy Point Salmon), Seattle, Wash.; Henry Disston & Son (Chain Saws), Pennsylvania Salt Mfg. Co. (Chemicals), Philadelphia, Pa.

TV Accounts: Aberle, Inc. (Women's Hosiery), Philadelphia, Pa.

JOSEPH R. GERBER CO.

1305 S. W. 12 Ave., Portland 1, Ore.
Phone: Broadway 0515
AAAA—ABP—NOAB—ANPA
PPA—APA

President.....Joseph R. Gerber
V.-P. & Radio Dir.....Chas. H. Devlin
Media Dir.....Geo. E. Clinton
Production .....Jack Lockie
Art Director.....John Blew
Copy Chief.....Dean Pollock
Account Execs.....Chas. H. Devlin, Vernor M. Schenck, II, William MacGibbon.

GERTH-PACIFIC ADV. AGENCY

68 Post St., San Francisco 4, Calif.
Phone: Garfield 1-1081
AAAA—APA—ABP—ANPA—NOAB

Owner.....E. P. Gerth
Account Executives.....J. W. Clark, R. A. Heeley
Media Director.....Pat Crowell
Production Manager.....M. F. Musil

Branch Office
5319 Hollywood Blvd., Hollywood 27, Calif.
Manager .....Orson Hauter

Radio Accounts: David D. Bohannon Orgn., Stringer Driver Moving & Storage Co., Calif. Fruit Products, Ltd.

TV Account: Calif. Fruit Products, Ltd.

GEYER, NEWELL & GANGER, INC.

745 Fifth Ave., New York 1, N. Y.
Phone: PLaza 5-5400
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NOAB—PPA

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Director.....Frederick A. Long
Associate Director.....George J. Zachary
Traffic.....Barbara A. Fishel

Branches Offices
14250 Plymouth Rd., Detroit 32, Mich.
Phone: Hogarth 5520
Vice-President.....John L. McQuigg
Executive Contacts.....R. Manney, W. Graham, H. Wilson

931 Third National Bldg., Dayton 2, O.
Phone: Fulton 4145
Vice-President.....E. G. Frost
Radio Accounts: Nash-Kelvinator Corp. (Nash, Kelvinator, Leonard), Detroit, Mich.; Continental Oil Co. (Conoco), Ponca City, Okla.; Lorillard Co. (Embassy), Knox—The-Hatter (Wearing Apparel), Chicopee Mills (Lumite Screening, Infant Specialties), New York, N. Y.; G. Krueger Brewing Co. (Beer & Ales), Newark, N. J.
(*TV Accounts*: Nash-Kelvinator Corp. (Nash, Kelvinator, Leonard), Detroit, Mich.; G. Krueger Brewing Co. (Beer & Ale), Newark, N. J.; Continental Oil Co. (Conoco), Ponca City, Okla.

J. J. GIBBONS LIMITED

200 Bay St., Toronto, Ont., Canada
Phone: Elgin 2111
ABC
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Chairman of Board.....R. A. Stapelis
Managing Dir.....H. M. Tedman
Vice-Pres. & Gen. Mgr.....R. B. Battinson
Secy.-Treas.....E. T. Saunders
Vice-President.....W. Kiehn
Radio Director.....Don Bassett
Branch Offices
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Manager.....C. W. McGibbon
272 Scott Block, Winnipeg, Manitoba
V.-P. & Manager.....A. B. Johnston
204 Leader Bldg., Regina, Saskatchewan
Manager.....Stanley Wayte
Renfrew Bldg., Calgary, Alberta
Vice-Pres. & Mgr.....R. G. Smith
McDougal Court, Edmonton, Alberta
Manager.....J. H. Fulton
609 Province Bldg., Vancouver, B. C.
Vice-President.....Dave Crawford

THE GIEZENDANNER CO.

3003 Louisianna St., Bx. 6278, Houston, Tex.
Phone: Keystone 7383
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Acct. Exec.....Maudeen Marks
Acct. Exec.-Artist.....Dave Lemke
Traffic.....Mrs. Juanita Threadgill
Bookkeeper.....Mrs. Lucille Thornberg
Auditor.....Winthrop Carter
Clerical.....Billie McDaniel
TV-Radio Dir.....Maudeen Marks
Radio Accounts: Houston Fat Stock Show (Livestock Exposition), Sun-Up Ice Cream, Fogle-West, Inc. (Mortuary & Ambulance), Pollyanna Shop (Ladies Ready to Wear), Union Bottling Works (Dr. Pepper), Archer Grain Co. (Livestock & Poultry Feeds), Amer. Brahman Breeders Assn. (Brahman Cattle), Hargis Motor Co. (Ford Automobiles), South Texas Motor Co. (Kaiser-Frazer Cars), Houston Hat Co. (Men's Hats), Home Owned Properties (Real Estate), Braswell's of Houston (Floral Shop), Kelley's Restaurants (Restaurants), Pin Oak Horse Show (Charity Horse Show), Loew's State Theater (Movie House), Sakowitz Brothers (Clothing, etc.), Houston, Tex.
TV Accounts: Houston Fat Show Show (Livestock Exposition), Sun-Up Ice Cream Co. (Ice Cream), Fogle-West, Inc. (Mortuary—Ambulance), Pollyanna Shop (Women's Ready to Wear), Houston, Tex.

GILLHAM ADVERTISING AGENCY

220-228 Continental Bank Bldg.,
Salt Lake City 1, Utah
Phone: 4-5516
ABP—ANPA—APA
President & Treasurer.....Marion C. Nelson
Vice-Pres.....Lon Richardson, J. Y. Tipton
Secretary.....Marjorie Farrell
Dir., Radio & TV Acct. Exec..Victor V. Bell
Asst. Radio Dir.....Robert F. Rohlfing
Film Technician.....Richard V. Thiriot
Secretary.....Enid Ogaard
Radio Accounts: J. I. Case Co. (Farm Machinery & Equipment), Cloverleaf Dairy (Dairy Products), Colville Ice Cream (Ice Cream), Excelcis Products Co. (Beauty Products), First Fed'l Savings & Loan, Fisher Brewing Co. (Beer), Ford Motor Co., General Electric Supply Corp., Graybar Electric Co., Mountain Fuel Supply Co. (Gas—Natural), Salt Lake City; Ogden First Fed'l Savings & Loan, Ogden; Petty Motor (Ford Dealer, Used Cars), Salt Lake City, Utah; Porter Macaroni Co., Portland, Ore.; Purity Biscuit Co. (Crackers, Cookies, etc.), Royal Baking Co. Bread, Cakes, etc.), Salt Lake City Chamber of Commerce, Salt Lake Hardware Co., Sego Milk Products Co. (Evaporated Milk), Streator Chevrolet Co. (Chevrolet Dealer), Sweet Candy Co., Tracy-Collins Trust Co., Union Pacific Railroad, Salt Lake City; Utah Finance Co., Provo, Utah Oil Refining Co. (Gas & Oil, Atlas Products), Utah Power & Light Co. Utah Automobile Dealers Assn., Walker Bank & Trust Co., Salt Lake City; Western Colorado Power Co., Montrose, Colo.
TV Accounts: Petty Motor (Ford Dealer, Used Cars), Union Pacific Railroad, Utah Oil Refining Co. (Gas and Oil, Atlas Products), Utah Power & Light Co., Salt Lake City, Utah.

GLASSER-GAILEY, INC.

301 S. Harvard Blvd., Los Angeles 5, Calif.
Phone: Dunkirk 4-2141
AAAA—ANPA—APA
President.....G. F. Glasser
Vice-President.....P. E. Gailey
Secretary-Treasurer....Howard W. Gambrill
Art Director.....C. S. Heizer
Traffic Manager.....Louise Ludke

Branch Office
De Young Bldg., San Francisco, Calif.
Manager.....Robert O. Davis
Radio Accounts: Ralphs Grocery Co., Tropical Preserving Co., Bu-Tay Products, Ltd., Chip Steak Company, Bluhill Foods, Inc., Huggins-Young Coffee Co., Microtone Co. (Hearing Aid), Los Angeles; Santa Clara Packing Co. (Quality Canned Fruits, Juices, Nectars), San Jose; L. B. Laboratories, Inc. (Hair Oils, Shampoos, Hair Preparations), Los Angeles; Pearson Motor (Car Dealer), San Diego; Quickway Household Products (Woodwork, Wall Cleaner), Radio Gospel Fellowship (Religious Programs), Los Angeles, Calif.
TV Accounts: Quickway Household Prod. (Woodwork, Wall Cleaner), Los Angeles, Calif.

GLEW ADVERTISING AGENCY

517 Murray Bld., Grand Rapids, Mich.
Phone: 8-1848
ABP—ANPA

Owner-Operator.....Francis K. Glew
Radio Account: Valley City Milling Co.

GOLDMAN, WALTER & KANNA ADV. AGENCY, INC.

36 State St., Albany 7, N. Y.
Phone: 5-8864-5
ABP—APA

President .....Jack Goldman
Vice-President.....Ralph D. Kanna
Treasurer.....Harry L. Goldman
Secretary .....Hyman Rosenblum
Radio & TV Dir., Space Time Buyer, Account Exec.....Ralph D. Kanna
Account Exec., Sales Mgr., Space Time Buyer.....Jack Goldman
Account Exec.....Norman D. Tillman
Copy Chief.....Betty Tierney
Asst. Copy Chief.....Elinor Yaguda
Radio Accounts: Albany Garage, Inc. (Dodge Cars & Trucks, Electric Appliances), Albany; Greens Stationers, Albany, Seven Up Bottling Co. (Soft Beverage), Troy; Standard Furniture Co. (Furniture Stores in Albany, Kingston, Troy & Schenectady), Wultex Clothes Factory (Men's Suits, Coats, Slacks), Troy and Schenectady; Electra Protection Co. (Lightning Rod), Sector Men & Boys Furnishings, Swartz & Levison (Shoes for entire family), Lou Weiss Dress Shop (Ladies' Wear), Albany; Ben Katz, Inc. (Furniture Store), Troy, N. Y.
TV Accounts: Albany TV Headquarters, Electra Protection Co., Albany; Chas. Freihofer Baking Co. (Bakeries), Albany, Troy, Schenectady; Seven Up Bottling Co. (Soft Drinks), Troy, N. Y.; Wultex Clothing Factory, Troy and Schenectady N. Y.

GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-6746
AAAA—ANPA—PPA—ABP—AA

President.....Clyde M. Joice
V.-P. & General Mgr.....Harlow P. Roberts
Vice-President.....Charles O. Puffer
Vice-President.....Fred W. Swanson
Treas. & Copy Chief.....Garrick M. Taylor
Secy. & Media Dir....Florence A. Neighbors
Research & Mdse.....George B. Frank
Research & Mdse.....J. Alden Joice
Production Mgr.....Doris Monnette
Account Exec.....Henry Nathan
Radio Accounts: Service Stores, Inc., Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Hooker Glass & Paint Co., Jewel Tea Co., Inc., The Illinois Canning Co., Newly Weds Baking Company (Ice Cream 'n Cake Roll), Chicago, Ill.
TV Accounts: Goldenrod Ice Cream Co. (Ice Cream), Chicago, Ill.

GOTHAM ADVERTISING CO.

2 West 46th St., New York 19, N. Y.
Phone LUxemburg 2-2880
APA—ABP—ANPA—PPA—ABC

Chairman of Board.....G. E. Harris
President.....D. D. Sutphen, Jr.
Radio & Tele. Dir., Exec. V.-P. & Treas. Arthur A. Kron
Secretary .....C. A. Priest
Radio Accounts: Hartley's Marmalade, Lutheran Hour, A. D. Juilliard & Co., Inc., Regione Siciliana, New York, N. Y.

GREEN-BRODIE

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-9533
ANPA—PPA

Partner.....Julian P. Brodie
Partner .....Alan Green
Radio Time Buyer.....Dorothy Grim
Art Director.....Cecil Baumgarten
Production Directors.....Sidney Sawyer, Melford Brodie
Copy Chief.....Tom D. Murray
Radio Accounts: Pieter de Witt, Inc., The Viking Press, The New School, Castle Products Co.

GREY ADVERTISING AGENCY, INC.

166 W. 32 St., New York 1, N. Y.
Phone: CHickering 4-3900
AAAA—ABP—ANPA—APA—NOAB

President.....Lawrence Valenstein
Executive Vice-Pres.....Arthur C. Fatt
Media & Research Dir.....Herbert A. Vitriol
Radio-TV Director.....John Wyatt
Manager, Radio-TV Dept.....Joseph Bailey
TV Supervisor.....Barbara Jones
Time-Video Buyer.....Philip Leshem

Radio Accounts: Gruen Watch Co. (Watches), Cincinnati, O.; Frank H. Lee Co. (Hats), New York; Ronson Art Metal Works, Inc. (Lighters & Accessories), Newark, N. J.; Lambert Brothers (Jewelry), Phillips-Jones Corp. (Shirts), Kleinert Corp. (Bathing Caps), A. Hollander & Son, Inc. (Furs), New York, N. Y.

TV Accounts: Ronson Art Metal Works, Inc. (Lighters), Newark, N. J.; Disney, Inc. (Hats), Deltox Rug Co. (Rugs), New York, N. Y.; Rustcraft Publishers (Greeting Cards), Boston, Mass.; Gruen Watch Co. (Watches), Cincinnati, O.

THE GRISWOLD-ESHELMAN CO.

2700 Terminal Tower, Cleveland 13, O.
Phone: Main 9484
AAAA—ANPA—PPA—APA—APB—NOAB
ABC

President.....Kenneth W. Akers
Vice-President.....Earl R. Preble

Radio Accounts: Fleetwing Corp., B. F. Goodrich Farm Service Tires.

JULIAN GROSS ADV. AGENCY

11 Asylum St., Hartford 3, Conn.
Phone: 7-7179
ABP—NAAN—ANPA

Pres., Treas., Publ. Div.....Julian Gross
Vice-Pres.....Beulah Gross
Art Div.....Robert Honer
Sec., Media Dir., Time Buyer
Erwin B. Needles
Copy Chief.....Lani Janes

Radio Accounts: (21 Local and Regional.)

GUILFORD ADVERTISING AGENCY

350 Fifth Ave., New York 1, N. Y.
Phone: PEnnsylvania 6-8518
ANPA

Owner.....Frances G. Guilford
Space Buyer.....Amelia Pronko

Branch Office
812 Olive St., St. Louis 1, Mo.

JOHN L. HALPIN ADVERTISING

208 State St., Schenectady 5, N. Y.
Phone 2-0492

Partners.....John L. Halpin, Marion G. Halpin
Copy Chief.....E. C. Geneis
Production Chief.....M. B. Kunes
Art.....A. J. Hitchins

Radio Accounts: Chas. Freihoffer Baking Co., Jonathan Levi Co., Wallace Co.

HANLY, HICKS & MONTGOMERY

500 Fifth Ave., New York 18, N. Y.
Phone LOngacre 5-5000
AAAA—ABP—ANPA—PPA—APA—NOAB

Board Chairman.....C. P. Hanly
President.....H. M. Montgomery
Secretary-Treasurer.....H. E. Lehman
V.-P. & Radio-TV Dir.....Wells Spence

Branch Office
Wallace-Ferry-Hanly Co.
400 W. Madison St., Chicago, Ill.
Phone: Franklin 2-6440

President.....L. T. Wallace

RALPH A. HART ADV.

1700 Walnut St., Philadelphia 3, Pa.
Phone: Pennypacker 5-0837
ABP

Partner-Radio Dir.....Ralph A. Hart
Partner-Art Dir.....Leon Greenfield
Prod. Mgr.-TV Dir.....Alvin Schultzberg
Publicity Dir.....Vivian Sandler
Account Executives.....Ralph A. Hart, Alvin Schulzberg

Radio Accounts: Capitol Tire Co., Glamour Shoe Co.

HART-CONWAY CO., INC.

Genesee Valley Trust Bldg.
Rochester 4, N. Y.
Phone: Main 2073-4
ANPA—APA—PPA—ABP

President & Treasurer.....H. Lyman Hart
Vice-Presidents.....Harold E. Kennedy, Joseph Brown
Secretary.....John P. Street
Account Execs.....H. Lyman Hart, Harold E. Kennedy, Joseph P. Brown, John P. Street, E. Ward Phillips, John M. Nixon, Lawrence F. Luescher

Radio Accounts: Blue Boy Dairy, Blue Bus Lines, F. Cappellino & Sons, Crescent-Puritan Laundry, Crouch & Beahan Co., Genesee Valley Trust Co., Genesee Monroe Racing Assoc., Haxton Canning Co., Levis Music Stores, Powers Hotel, J. H. Rae Oil Co., Inc., Security Trust Co., Henry Siebert & Sons, Standard Brewing Co., Veteran Foods, Inc., Wegman's Supermarkets, Bickford Bros. Co.

GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago 1, Ill.
Phone: State 2-0055
ANPA—PPA—APA—ABP—NOAB

President.....George H. Hartman
Vice-President.....Edwin Cahn
Secretary-Treasurer.....Frank R. Hartman
Radio Director.....Thomas Kivlan

Radio Accounts: M. J. Lanahan, Neumode Hosiery Co., Nash-Underwood, Chicago Tribune.

HENRI, HURST & McDONALD, INC.

121 West Wacker Drive, Chicago 1, Ill.
Phone: FRanklin 2-9180
ABP—ANPA—APA—NOAB—PPA

Chairman of Board of Dir...W. D. McDonald
President.....W. B. Henri
Secretary.....A. M. Semones
Treasurer.....R. H. Eaton

Media Director.....Charles Pumpian
Radio-TV Director.....John Scott Keck
Radio-TV Time Buyer.....Dorothy Ayres
Publicity Director.....Frazier E. Nounnan

Radio Accounts: Ballard & Ballard, Co., Inc. (Oven Ready Biscuits, Flour and Feeds), Louisville, Ky.; Coopers, Inc. (Men's Underwear and Hosiery Sportswear), Kenosha, Wis.; International Shoe Co. (Shoes for Men, Women and Children), St. Louis, Mo.; Iowa Coap Co. (Nola Soap Flakes), Burlington, Ia.; Kroehler Mfg. Co. (Living Room, Bedroom and Dining Room Furniture, Theater Seats), Naperville, Ill.; The Lane Company, Inc. (Cedar Chests), Altavista, Va.; Perfect Circle Corp. (Piston Rings and Piston Expanders), Hagerstown, Ind.; The Sherwin-Williams Co. ("Weed-No-More" Weed Killer, Paints and "Lin-x"), Cleveland, O.; Skelly Oil Co. (Petroleum Products, Gasoline, Oil and "Skelgas" Bottled Gas), Kansas City, Mo.

TV Accounts: Ballard & Ballard Co., Inc. Louisville, Ky.; International Shoe Co., St. Louis, Mo.; Kroehler Mfg. Co., Naperville, Ill.

HICKS & GREIST, INC.

420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 3-9135
ABP—ANPA—APA—PPA

President.....H .L. Hicks
V.-P. & Treas.....E. H. Greist
Acct. Execs.....J. A. Drake, S. R. Huntley, K. A. Hamilton, H. L. Hicks, Jr.
Copy Chief.....C. V. Skoog, Jr.
Radio & TV Director.....Peter A. Krug

Radio Accounts: Lewyt Corp. (Lewyt Vacuum Cleaner), Brooklyn; Home Decorators, Inc. (State House Sterling), Newark, N. J.

TV Accounts: Lewyt Corp., Brooklyn; L. Sonneborn Sons, Inc. (Amalie Motor Oil), New York; Dixie Cup Co., Easton, Pa.

HIRSHON-GARFIELD, INC.

580 Fifth Ave., New York, N. Y.
Phone: PLaza 7-6300

President.....Sidney Garfield
Treasurer.....Arthur Hirshon
Vice-President.....Lewis Nemerson
Charge of Radio-TV.....Stanley J. Wolf

Branch Offices

Radio and TV Dep't. at
18 E. 50 St., New York 22, N. Y.
Phone: PL 9-7979
Executive-in-Charge.....Stanley J. Wolf

Park Square Bldg., Boston, Mass.
Phone: Liberty 2-0485
Executive-in-Charge.....Gabe Stern

Radio Accounts: Prentis Clothes (Men's & Women's Clothing), Miles Shoes (Shoes), New York; Waltham Watch Co. (Watches), Waltham, Mass.; Dr. Posner's Shoes (Children's Shoes), New York, Utica Knitting Mills (Children's Sleepers), Utica, N. Y.

TV Accounts: Galey & Lord (Fabrics), Artistic Foundations ("Flexees" & bathing suits), New York, N. Y.

W. F. HOLLAND AGENCY

Hotel Sinton, Cincinnati 2, Ohio
Phone: MAin 3450

Owner, Space & Time Buyer
William F. Holland
Radio-TV Dir.....Earl Holland
Production.....E. Haverfield
Research.....Frank Hilgemeyer
Copy Chief.....R. Bader
Art Dir.....Paul Bogosian
Publicity Dir.....Ted Lehmeier

CHARLES W. HOYT CO., INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-0850
AAAA—ABP—ANPA—APA—NOAB—PPA

President.....Everett W. Hoyt
Chairman of the Board.....Winthrop Hoyt
Dir. of Radio-TV.....Wm. Philip Smith

Branch Office

15 Lewis St., Hartford 3, Conn.
Phone: Hartford 5-6066
Executive-in-charge.....Frank A. Whipple

Radio Accounts: B. C. Remedy (Headache Tablets & Powders), Durham, N. C.; Charles Gulden, Inc. (Gulden's Mustard), New York; Blueberry Cooperative Association (Tru-Blu-Berries), N. J. & Mich.; Merck & Co. (Di-Chloricide Moth Killer), N. J.; KLM (Royal Dutch Airlines (Aeroplanes), New York; Stanley Home Products Co. (Brushes), Westfield, Mass.

TV Accounts: The A. C. Gilbert Co. (American Flyer Trains), New Haven, Conn.; F. Ad. Richter & Co., Inc. (Pain Expeller Liniment), Brooklyn, N. Y.

H. B. HUMPHREY CO.

1235 Statler Bldg., Boston 16, Mass.
Phone: Liberty 2-4714
AAAA—ABP—ANPA—APA—PPA

President & Treas.....Richard S. Humphrey
V.-P. & Acct. Exec.....Herbert T. Hand, Jr.
V.-P., Acct. Exec. & Copy Chief
Julian L. Watkins
V.-P. & Acct. Exec.....John H. McCullough
V.-P., Acct. Exec. & Market Dir.
Frank S. Christian
V.-P., Acct. Exec. & Dir. of Pub.
Marjory Hall
Dir. of Radio & V.-P. (N. Y.)
William H. Eynon
V.-P. & Asst. Dir. of Radio (Boston)
Sally Larkin
V.-P. & Radio Prod. Mgr. (N. Y.)
Walton Butterfield

Acct. Exec. (N. Y.).....Humphrey Ireland
Branch Office
25 W. 45 St., New York 19, N. Y.
Phone: JUdson 6-2640
V.-P., Mgr.....Ned Smith
Radio Accounts: The First Church of Christ, Scientist (Religious), Boston; The Christian Science Monitor (Newspaper), Boston; National Council of The Protestant Episcopal Church (Religious), New York.
TV Accounts: Saks-34th (Department Store), New York.

HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.
Phone: HAmilton 1160
APA—ANPA—PPA—ABP—NOAB
Chairman of Board.....F. Irving Hutchins
President.....Frank A. Hutchins
Vice-Pres. & Gen. Mgr...Frank M. Hutchins
Vice-President.....John P. McCarthy
Vice-Presidents.....William F. Lacey, Homer C. Scheck
Asst. to Pres.....Raymond P. Weiss
Branch Offices
3701 N. Broad St., Philadelphia 40, Pa.
Vice-Presidents.....John R. Maxwell, Max Enelow
16-18 W. 46 St., New York 19, N. Y.
Vice-President.....H. Pierson Mapes
Vice-President.....Maitland Jones
1244 Dufferin St., Toronto, Que., Canada
Res. Mgr.....Walter Engwer
Radio Accounts: Philco Corp., American Brewing Co., Schuler Potato Chips Co., Lincoln Rochester Trust Co., McCurdy & Co., Scrantom's.
TV Account: Philco Corp.

INTERNATIONAL ADVERTISERS

60 Division Ave., N., Grand Rapids 2, Mich.
Phone: 9-4184-5
President.....Roy C. Kelley
V.-P. & Gen. Mgr.....Lewis N. Steenwyk
Treasurer .....Jean Foster
Time Buyer.....Abbie Seastrom
Prod. Mgr.....Walter L. Van Oeveren
Radio Accounts: Brunger & John Hardware, Harold Brink, Folger's Bottling Co., Colonial Custom Upholstering Co., Alpine Auto Parts, Leonard Auto Parts, Adjustable Table Co., John K. Burch Co., Continental Decal Co., C. B. DeKorne, Forsythe Products Co., Goller Upholstery Fabrics & Supply, Grand Rapids Bottling Co., Grand Rapids Chicks, Grand Rapids Industrial Electric, Nehi Beverage Co., Radio Station WFUR, Wolverine Network, Muzak, Inc.

ROCKLIN IRVING & ASSOCIATES

32 West Randolph St., Chicago 1, Ill.
Phone: Randolph 6-2324-25
Account Exec. & Radio-TV Dir.
Irving Rocklin
Continuity Director.....M. S. Lovinger
Production.....D. Engel
Radio Accounts: Libby Furniture Co. (Furniture & Appliances), Walton Motors, Inc. (New and Used Cars), Union Life Insurance Co. (Insurance), Linoleum City (Floor Coverings), Balaban Floor Cov. Co. (Floor Coverings), Chicago Furniture Mart (Furniture & Appliances), Illinois Sewing Machine Dist. (Sewing Machines; Parts), Muntz TV (Radio Counselors) (Television Sets), Doin' the Town Enter. (Pass Books), North Town Currency Exch., Mutual Clothiers (Men's Clothing & Furn.), Richards Drive-Ins (Restaurants), Martin Jewelers (Watches & Jewelry), Atlas Piano Co. (Pianos), American School (High School by Mail), Town House-Town Pump (Restaurants), Chicago, Ill.
TV Accounts: Sandra Motors, Inc. (New and Used Cars), Balaban Floor Cov. Co. (Floor Coverings), North Town Currency Exchange, Walton Motors, Inc. (New and Used Cars), Wolack & Bauer (Women's Shoes), Chicago, Ill.

JACKSON & COMPANY

49 Worth St., New York 13, N. Y.
Phone: WOrth 4-7005
PPA
Managing Partner.....Paul E. Jackson
General Manager.....John Yeargain
Acct. Execs.....Paul E. Jackson, John Yeargain, James Frankenberry
Production Manager.....Gerald Duggan
Radio & TV Director...Wallace H. Lancton
Ass't Radio Director.....Alice Frey
Radio Accounts: Pequot Mills (Sheets & Pillowcases), Richard E. Thibaut, Inc. (Wallpaper), J. W. Valentine Co., Inc. (Institutional), New York, N. Y.; Denninger Paint & Wallpaper (Wallpaper & Decorating Supplies), Bridgeport, Conn.; George Wood, Sons & Co. (Diapers), Philadelphia, Pa.; Louis Sherry, Inc. (Food Products), New York, N. Y.
TV Accounts: Pequot Mills, Berkshire Fine Spinning Associates (Curtains), Richard E. Thibaut, Inc., New York, N. Y.; Warner Wallpaper Co., Chicago, Ill.; Flo-Bar, Ltd. (Soap), New York, N. Y.

JESSOP ADVERTISING CO.

1st Central Tower Bldg., Akron 8, Ohio
Phone: Franklin 2169
APA—ABP
President & Treas.....M. K. Jessop
Vice-President.....Charles A. Jessop
Radio Director.....R. Gilbert
Secretary.....R. D. Moss

DUANE JONES COMPANY, INC.

570 Lexington Ave., New York 22, N. Y.
Phone: PLaza 3-4848

President.....Duane Jones
Exec. V.-P. & Gen. Mgr.....Ralph Smith
Secretary.....Eugene Hulshizer
Treasurer.....Lawrence Leaman
Vice-Presidents.....C. Frederic Bell, Joseph Scheideler, Robert Hayes
Copy Chief.....Robert Hughes
Space Buyer.....Dave Hogmer
Production Mgr.....Gerald O. DaCosta
Art Directors.....Thomas McManus, Robert Young, Dick Beyer
Business Manager.....Richard A. Stevens
Research & Mdsg. Dir., Premium Mgr. Lawrence Hubbard
Radio Director.....Reggie Schuebel
Production-AM.....Chester Gierlach
Production-TV.....Walter Ware
Head Time Buyer.....Vera Brennan
Time Buyers.....Jeanne Sullivan, Sally Reynolds, Anne Small, Thelda Cordani

Radio Accounts: B. T. Babbitt, Inc. (Bab-O and Glim), New York, N. Y.; Curtice Brothers Co. (Blue Label Ketchup), Rochester, N. Y.; R. B. Davis Co. (Swel Fudge and Frosting Mix), Hoboken, N. J.; Haskins Bros. & Co. (Blue Barrel Soap), Omaha, Nebr.; G. F. Heublein & Bro., Inc. (A-1 Mustard), Hartford, Conn.; Hudson Pulp & Paper Corp. (Paper Napkins), New York, N. Y.; International Salt Co., Inc. (Sterling Salt), Scranton, Pa.; Kilmer & Co., Inc. (Swamp-Root, Sweetheart Soap), Stamford, Conn.; Manhattan Soap Co. (Blu-White Flakes), New York, N. Y.; The Marlin Firearms Co. (Marlin Razor Blades), New York, N. Y.; Megowen-Educator Food Co. (Crax, Kremox), Lowell, Mass.; The Mennen Co. (Mennen Men's Products), Newark, N. J.; C. F. Mueller Co. (Macaroni and Spaghetti), Jersey City, N. J.; Pharmaco, Inc. (Chooz, Feen-a-mint), Newark, N. J.; Pierce's Properties, Inc. (Dr. Pierce's Golden Medical Discovery), Buffalo N. Y.; Staze, Inc. (Staze), Stamford, Conn.; Weekly Publications, Inc. (Newsweek Magazine), Wesson Oil & Snowdrift Sales Co. (Tavol), Whitehall Pharmacal Company (Anacin (Spot) Hill's Cascara Quinine Cold Tablets), New York, N. Y.

THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.
Phone: GArfield 2300
APA—NOAB—AAAA—ABP—ANPA
PPA—BMB—ABC

President & Treas.....C. M. Robertson, Jr.
V.-P. & Gen. Mgr.....Stanley A. Willer
Vice-Pres.....James M. Nelson
Secretary.....Elmer A. Vehr
Space Buyer.....Richard K. Jones
Asst. Radio Dir.....Kathryn M. Hardig

Branch Office
580 Fifth Ave., New York 19, N. Y.
Phone: PL 7-4600

Manager.....W. A. Powers

Radio Accounts: Bavarian Brewing Co., Cincinnati Street Railroad Co., Kroger Co., Cincy Products Co., Miami Margarine Co., Martin Rosenberger Wall Paper Co., Ten-B-Low Co., Heekin Co., M. Werk Co.

TV Account: Bavarian Brewing Co.

KAL, EHRLICH & MERRICK ADVERTISING, INC.

314 Star Bldg., Washington 4, D. C.
Phone: EXecutive 3700
ABP—ANPA—PPA

President.....Norman C. Kal
1st V.-P.....Harry L. Merrick
2nd V.-P.....Alvin Q. Ehrlich
Secretary.....Bernard R. Linkins
V.-P. in Charge of Radio and TV Alvin Q. Ehrlich
Copy Chief.....Sol Panitz
Time Buyer.....Nella Manes
Account Executives.....Joseph Weinstein, Alexander Charles, Wm. B. Mullett, Forest Entwisle, Philip Berne, Wm. Roberts

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.
Phone Central 6-5331
ABC—NOAB—ANPA—PPA—APA

President.....A. G. Kastor
V.-P. & Gen. Mgr.....Marvin Harms
Vice-Presidents.....Herman Kastor, John T. Urice, Ashley Belbin
Manager of Media.....Walter Kniffen
Radio Director.....James H. West

Radio Accounts: Procter & Gamble Co. (American Family Flakes), International Milling Co. (Robin Hood Flour), Union Starch & Refining Co. (Pennant Syrup).

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.

274 Madison Ave., New York 16, N. Y.
Phone: OREgon 9-4440
ABP—ANPA—APA—NOAB—PPA

President.....H. Kastor Kahn
Exec. Vice-Pres.....W. S. Chesley, Jr.
V.-P. & Copy Dir.....C. E. J. Clifford
V.-P. & Treasurer.....J. M. Van Horson
V.-P. & Media Dir.....J. B. Peters
Radio & TV Dir.....Jules Bundgus

Branch Office
333 N. Michigan Ave., Chicago 1, Ill.
Phone: Randolph 6-3060

Vice-President.....David D. Brown

Radio Accounts: Blatz Brewing Co., New York; Hickok Mfg. Co., Rochester, N. Y.; Marlboro Shirt Co., Laco Products, Inc., Baltimore, Md.; Schnefel Bros., Newark, N. J.

TV Account: Blatz Brewing Co., New York.

THE JOSEPH KATZ COMPANY

444 Madison Ave., New York 22, N. Y.
Phone PLaza 5-2740

AAAA—ANPA—PPA—ABP—AAA—APA

President.....Joseph Katz
Vice-President In Chg.....Nat C. Wildman
Treasurer.....Charles M. Harrison
Time & Space Buyer.....Alice Ross
Continuity Writers..Nat C. Wildman, Margo Patterson, Louise Moyer, Phil Thompson, Boland Brave, Margaret Currens, Graydon Walker

Branch Office
8 South St., Baltimore 2, Md.
Manager.....C. M. Harrison
Dir. of Radio & Tele.....Robert G. Swan
Media Dir.....J. T. McHugh

Radio Accounts: American Oil Co., Globe Brewing Co., Baltimore Transit Co., Chunk-E-Nut Co., Ex-Lax, Inc., Gibbs & Co., Inc., Laco Products, Inc., Madera Bonded Wine & Liquor Co., Maryland Pharmaceutical Co., Pompeian Co., Inc., Voneiff-Drayer Co., Lackawanna Railroad, Humphreys Medicine Co.

TV Accounts: American Oil Co., Globe Brewing Co., Maryland Pharmaceutical Co.

HENRY J. KAUFMAN & ASSOCIATES

Homer Bldg., Washington 5, D. C.
Phone: District 7400-1-3

ANPA—APA—ABP—NAAN—ABC—NOAB

Senior Partner.....Henry J. Kaufman
Partners.....Jeffrey A. Abel, Wm. F. Sigmund
Radio-TV Dir. & Time Buyer.Jeffrey A. Abel
Prod. Mgr.....Betty Darling Gwyer
Acct. Execs.....H. J. Kaufman, G. C. Brant, J. A. Abel, A. H. Edelson, A. A. Sarra, R. C. O'Donnell

Radio Accounts: Potomac Electric Power Co., Columbia Federal Bldg. & Loan Assn., Pepsi-Cola Bottling Co. of Wash., Lacy's Appliances, The S. S. S. Co., Inc.

TV Accounts: Lacy's - Appliance, Simon Distrib. Co.

RAYMOND KEANE ADVERTISING AGENCY, INC.

707 S. Broadway, Los Angeles 14, Calif.
Phone: TR 2915

Pres. & Space Buyer.....Raymond Keane
Vice-President.....H. B. Kortz
Secy., Treas., Time Buyer....Ethel N. Keane
Radio Dir.....Wes Battersea

Branch Office
1441 Welton St., Denver 2, Colo.
Manager.....Harold Neumann

Radio Accounts: American Natl. Bank, Kay's Better Jewelers, K & B Packing Co., Kortz Jewelry Co., Republic Drug Co., Seven-Up Colorado Co.

KEELING & CO., INC.

1028 Chamber of Commerce Bldg.,
Indianapolis 4, Ind.
Phone: Riley 1476

AAAA—ABP—NOAB—ANPA—PPA—APA
ABC—CAN

President & Treasurer.....Hal R. Keeling
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Vice-Presidents.....Ralph B. Roberts, Lowell H. Stormont, Victor G. Varmo
Vice-Pres. & Art Dir.....Ernest R. Roose
Asst. Sec. & Controller....Lenore R. Martin
Vice-Pres. & Copy Chief.Lawrence T. Sogard
Space & Radio Time Buyer.....Mary C. Dill

Radio Accounts: Hastings Manufacturing Co., The Casite Corp., Walker Mfg. Co., Wilson Milk Co., Inc.

THE KEILSON CO.

117 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-3560

Executive Director.....M. Keilson
Radio Director.....Sholom Rubinstein
Producer.....Jacob F. Keilson
Continuity Chief.....Jacob I. Freedman
Scripts & Commercials.....Morris Rivlin
Program Planning.....David M. Hausdorff

KELLY, ZAHRNDT & KELLY, INC.

3529 Franklin Ave., St. Louis 6, Mo.
Phone: JEfferson 8337

PPA—APA—SNPA—ANPA

President.....Virgil A. Kelly
Vice-Pres. & Space Buyer....W. W. Zahrndt
Secretary.....E. M. Kelly
Director of Radio.....David C. Chopin

Radio Account: Visit St. Louis Committee.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone: PLaza 3-0700

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V.-P. in Charge of Research.G. Maxwell Ule
V.-P. and Copy Director....Gerald H. Carson
V.-P. and Art Director.....Gerald Link
Vice-Presidents.....Malcolm Smith, John Brew, William B. Lewis, E. W. Newsom, Glen Wiggins
V.-P. and Radio-TV Director
William A. Chalmers
V.-P. and Pub. Dir.....Hal Davis
Commercial Continuity
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Talent Buyer.....Sylvan Taplinger
Director of Time Buying...Philip C. Kenney
Time Buyers.....Mary Dwyer, Lucy Kerwin, William Hinman, Eugene Litt

Director of Radio Research..Richard Dunne
TV Director.....Garth Montgomery
Radio Publicity Director.....Herb Landon

Branch Offices

Equitable Bldg., Hollywood, Cal.
Vice-President in Charge....Robert D. Wolfe

Penobscot Bldg., Detroit, Mich.
Vice-President in Charge.....Don Miller

135 S. La Salle Street, Chicago, Ill.

304 Bay Street, Toronto, Canada
Manager.....William J. Frost

Other Offices: San Francisco, Washington, D. C., Kansas City

Radio Accounts: The Borden Co., Ford Motor Co., The Kellogg Co., Kellogg Company of Canada, Ltd., Wesson Oil and Snowdrift Sales Co., American Maize Products, White Rock Corp., John B. Stetson Co., The Gorham Co., Manhattan Shirt Co., Pepperidge Farms, Inc., Richard Hudnut Sales Co., Inc., Beech-Nut Packing Co., Bristol-Myers Co.

TV Accounts: The Borden Co., The Kellogg Co., Ford Motor Co., Lincoln-Mercury Div.

KIESEWETTER, WETTERAU & BAKER, INC.

9 E. 40 St., New York 16, N. Y.
Phone: LExington 2-0025
ABP—ANPA—APA—PPA

President.....H. M. Kiesewetter
Vice-Presidents.....Sam S. Baker, Rudolph Wetterau, Horace Hagedorn
Acct. Execs.....Edward G. Chase, J. Fred Cross
Radio-TV Execs.....Samm S. Baker, Horace Hagedorn, Edward G. Chase
Time Buyer.....E. Thompson

Radio Accounts: V. La Rosa & Sons (La Rosa Macaroni), Brooklyn, N. Y.; Bathasweet Corp. (Bath Product), New York, N. Y.; Abraham & Straus (Dept. Store), Brooklyn, N. Y.; Stern's Nurseries (Garden Products), Geneva, N. Y.; Courtley, Ltd. (Men's Toiletries), Sloan's Liniment & Balm (Liniments), New York, N. Y.; Royal Lace Paper Works (Royledge Shelving), Brooklyn, N. Y.; Flexnit (Girdles), Elizabeth, N. J.; Ludwig Bauman (Stores), New York, N. Y.

T V Accounts: D. P. Harris Co. (Rollfast Bicycles), New York, N. Y.; V. La Rosa & Sons, Abraham & Straus, Royal Lace Paper Works (Roylie Doylies), Brooklyn, N. Y.; Lane, Ltd. (Lords Cigarettes), New York, N. Y.

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 3-9600
AAAA—ANPA—NOAB—PPA

President.....Abbott Kimball
Vice-Presidents .....Harry Muller, G. F. Riegel
Comptroller.....Monica Riley
Time Buyer.....Miriam Traeger

Branch Offices

333 N. Michigan Ave., Chicago, Ill.
Manager.....Thomas Erwin

Abbott Kimball Bldg., Van Ness at Wilshire Los Angeles, Calif.
Manager.....Howard Ehrlich

155 Sansome St., San Francisco, Calif.
Manager.....Alfred Ducato

Radio Accounts: Family Laundry Owners Asso., New York, N. Y.; Union Pharmaceutical Co. (Saraka), Bloomfield, N. J.

TV Accounts: Artra Cosmetics, Inc. (Artra Creme Shampoo), Bloomfield, N. J.; Norcross, Inc. (Greeting Cards), New York, N. Y.; Lampl Fashions (Suits and Dresses), Cleveland, O.; Jackson Furniture Co. (Furniture), San Francisco, Calif.

KIRCHER, HELTON & COLLETT, INC.

19th Floor, Hulman Bldg., Dayton 2, O.
Phone: FUlton 5161
AAAA

President.....Ralf Kircher
Gen. Manager.....Carter B. Helton
Treasurer.....Robert M. Collett
Art Director.....Bill Kinzer
Production Manager.....Hap Moon
Business Manager.....R. C. Mills
Acct. Executives.....James Hadley, Robert Collett, W. B. Metcalfe, R. C. Mills, Van S. Lindsley
Radio-TV Director.....Chuck Gay
Dept. Asst.....Gary Malcolm

Radio Accounts: August Wagner Breweries, Inc. (Beer), Columbus; Gem City Bldg. & Loan Asso. (Home Loans, Savings), Frederics-Helton, Travel Service (Travel Service), Fan Tan Gum Corp. (Chewing Gum), Dayton, O.; Automotive Gear Corp. (Gears), Richmond, Ind.

TV Accounts: August Wagner Breweries, Inc., Columbus; Gem City Bldg. & Loan Assn., Dayton, O.

KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Cal.
Phone: SUtter 1-6110
AAAA—APA—ABP

President.....James C. Knollin
Art Director.....Sigurd Mortenson
Space Buyer.....Marion Dunn

KOEHL, LANDIS & LANDAN, INC.

22 E. 47 St., New York 17, N. Y.
Phone: MUrray Hill 8-2627
ABP—ANPA—APA—NOAB—PPA

Pres. & Treas.....Albert E. Koehl
Vice-Pres. & Sec.....A. A. Landis
Vice-President.....John R. Landan

Branch Office

524 Guardian Bldg., Cleveland 14, O.
Vice-Pres.-in-Chg.....A. A. Landis

MERRILL KREMER, INC.

1711 Exchange Bldg., Memphis 3, Tenn.
Phone: 5-4343

ABP—ANPA—APA—NAAN—NOAB
SNPA

President.....Ernest Lee
Vice-President.....Marshall J. Smith
Secretary.....Homer Gentry
Radio-TV Dept. Executives...Homer Gentry, Kathryn Huckaba, Betty Strobel, Edmunda McGehee, J. P. Tucker, Andrew Kozik

KUDNER AGENCY, INC.

630 Fifth Ave., New York 20, N. Y.
Phone: CIrcle 6-3200

President.....J. H. S. Ellis
Vice-Presidents.....Haywood Anderson, Sam D. Fuson, Myron P. Kirk, Schuyler Kudner, E. J. Owens, Robert D. Stewart
Exec. Dir. TV & Radio.....Myron P. Kirk
Ass't Dir. TV & Radio.....Frank Harting
Prod. Supervision TV & Radio
Edmund Cashman
Business Manager.....Al Reibling
Ass't Bus. Mgr.....John Marsich
Time Buyer.....Carlos Franko
Production Mgr.....Wm. Templeton
Casting.....Mickey Alpert
Directors.....Eddie Sutherland, A. A. Coughlin, Frank Burns, Hugh Brown
Copy Chief (Radio & TV)....Norman Nash

Branch Offices
New Center Bldg., Detroit, Mich.
Phone: Madison 5315
Executive in Charge.....J. Ed Schipper
315 W. 9th St., Los Angeles 15, Calif.
Phone: Van Duke 0196
Executive in Charge.....E. R. Harrison
681 Market St., San Francisco 5, Calif.
Phone: Garfield 1-5433
Executive in Charge.....J. H. Hornell

Representative
Albee Bldg., Washington, D. C.
Phone National 5506
Representative.....Frank Getty

Radio Accounts: General Motors, Goodyear Tire & Rubber Co., United States Tobacco Co., Benson & Hedges

TV Accounts: The Texas Co., Admiral Corp., Buick Motor Division, United States Tobacco Co., Benson & Hedges

J. R. KUPSICK ADV. AGENCY

122 East 42 St., New York 17, N. Y.
Phone: MUrray Hill 5-9143

ANPA—PPA—APA

President & Radio Dir.....J. R. Kupsick
Vice-President.....Saul Kampf
Sec. & Space Buyers.....Jule Bouton, Beth Leveson

KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-7940

ANPA—APA—PPA

President.....H. E. Kuttner
Vice-President.....F. S. Kuttner
Vice-Pres., Sec. & Treas.....C. D. Kuttner
Acct. Executives.....S. C. Kuttner, Mae McCain
Media Director & Time Buyer..S. C. Kuttner
Promotional Director.....Martin Maller

Branch Office
New York, N. Y.
Executive in Charge.....F. S. Kuttner

Radio Accounts: Town Club of Chicago (Club), Chicago; Community Builders (Builders), Skokie; Royal Metal Mfg. Co. (Furniture), Capitol Dairy (Dairy), Finders Mfg. Co. (Holliwood Broilers), Chicago, Ill; Shainberg Dry Goods Co. (Dept. Store), Memphis, Tenn.; Holleb and Co. (Wholesale Grocers), Pacific Wine Co., Frank's Dept. Store (Dept. Store), Delaney Heald (Cleaners), Ruttenberg Galleries, Fabric Center, Jo Bell Products (Kurl Klasp), Essaness Theaters (Chain of Theaters), Chas. Doppelt and Co. (Leather Goods), Chicago, Ill.

TV Accounts: Bercraft Corp. (Appliance Distr.), Gage Bros. (Millinery), Finders Mfg. Co. (Holliwood Broiler), Chicago, Ill.

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.
Phone: 5-1571

ABP—ANPA—APA—PPA—SNPA

President.....Avron Spiro
Secy.-Treas.....M. M. Shurman
Radio Dept. Mgr.....Geo. H. Murphy
Asst. Radio Time Buyer....Mrs. L. Simmons
Production Mgr.....Mrs. M. Parker
Publicity Dir.....Al R. Capley
Acct. Executives.....David Davidson, Jane Erdman, Mrs. L. Cunningham

Radio Accounts: Plough Sales Corp., U. S. Bedding Co., Abraham Bros. Packing Co., Memphis, Tenn.; Childs' Distributing Co., Jonesboro, Ark.; Wm. A. Webster Co., Memphis, Tenn.

LAMBERT & FEASLEY, INC.

60 E. 42 St., New York 17, N. Y.
Phone: MUrray Hill 7-8980

ANPA—APA—PPA

President.....E. T. T. Williams
Executive V.-P.....Gordon K. Seagrove
V.-P., General Manager.....Frank W. Mace
Director of Radio.....Ray H. Kremer

Radio Accounts: Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.

LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.
Phone: MO 9500
ABP—NOAB—APA—PPA—ANPA—ABC

President.....A. Wm. Landsheft
Secretary-Treasurer.....Vera H. Landsheft
V.-P. & Copy Chief.....Henry L. Barber
Production Manager.....E. T. Drullard
Art Dir.....Harold F. Feltz

Radio Accounts: Kendall Refining Co., Liberty Bank of Buffalo.

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, O.
Phone: MA 6579
AAAA—ABP—ANPA—APA—NOAB
PPA

Vice-President & Secretary...Alvin B. Fisher
Assistant Radio Copywriter...Mary Haring

Radio Accounts: Bing Furniture Co. (Furniture), The Burrows Bros. Co., Inc. (Office Supplies & Equipment), C. C. C. D., Inc. (Chrysler Dealers), Dowd-Feder, Inc. (Automobile, Parts & Service), Hobby House, Inc. (Model Trains), Olrich Motors, Perry House Auto Park, Cleveland, O.; Republic Pictures Corp., New York, N. Y.; Sears, Roebuck & Co., The World Publishing Co. (Books), Yellow Cam Co., Cleveland, O.

TV Accounts: The Babee-Tenda Corp. (Baby Furniture), Strong, Carlisle & Hammond, Cleveland Transit System, Cleveland, O.; Republic Pictures Corp., New York, N. Y.; G. E. Supply Corp. (Electrical Appliances), The Miller-Becker Co. (Beverages), Philco Radio & TV, Cleveland, O.

LAUSEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-0738
APA—ANPA—PPA

President.....A. M. Salomon
Account Executives.....Wendell Walker, M. H. Sellhorn
Production Manager.....D. L. Cuttie

Radio Accounts: Foley & Co., Imperial Credit Co.

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.
Phone: Rittenhouse 6-1500
ANPA—APA—NOAB—PPA

President.....Al Paul Lefton
Vice-Pres. & Treas.....H. S. Louchheim
Vice-Presidents.....P. Brown, A. Parker, J. Jensen
Media Dir.....E. V. Righter

Branch Offices
521 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-4340
Vice-Pres. & Mgr.....R. J. Herts
Radio & TV Dir.....Edwin S. Friendly, Jr.

435 N. Michigan Ave., Chicago, Ill.
Phone: Superior 7-9511
Vice-Pres. & Mgr.....E. G. Foreman, Jr.

Radio Accounts: Lit Bros. (Department store), Phila. Electric Co. (Light & Power), Yellow Cab Co. (Taxi service), Borden's Ice Cream, Red Arrow Lines (Trolley line), Philadelphia; Crawford Clothes, Inc., Claridge Food Products (Canned meats), Metropolitan Jockey Club (Jamaica Race Track), Empire Racing Assn. (Racing), A. Goodman & Sons (Goodman's Noodles), New York; Gordon Chemical Co. (Plasta-Starch), Philadelphia; Hotel Bar Butter, Westchester Racing Assn. (Belmont Race Track), Triangle Publications (Seventeen Magazine & Tragedy-of-the-Month), J. Lyons & Co. (Tea), New York, N. Y.

TV Accounts: Pal Blade Company, Inc. (Razor blades), New York; Raymond Rosen (RCA Distributor), Sylvan Seal Milk Co. (Milk), Yellow Cab Co. (Taxi service), Philadelphia; Metropolitan Jockey Club (Jamaica Race Track), New York; Gordon Chemical Company (Plasta-Starch), Philadelphia; A. Goodman & Son (Goodman's Noodles), Hotel Bar Butter, New York; Ekco Products (Kitchen utensils), Brunswick-Balke-Collender (Bowling alleys and equipment), Chicago; Schmidt's Beer & Ale, Philadelphia, Pa.

LENNEN & MITCHELL, INC.

17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-9170
ANPA—APA—PPA—AAAA—NOAB
ABC—ABP

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Vice-Pres. & Sec'y....Reginald T. Townsend
Vice-Pres.....Walter M. Swertfager
Treasurer & Controller...Barron R. Proctor
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V.-P. in Charge of Prod.....Michael J. Madar
Exec. Vice-Pres.....Bryan Houston
V.-P. in Charge of Copy...John G. Schneider
V.-P. in Charge of Research.Todd B. Franklin
V.-P. in Charge of Media
Catherine V. Parker
Vice-Presidents.....Gordon D. Cates, Thomas P. Doughten
V.-P. Radio & TV Copy Chief
Peter V. Keveson
Vice-Pres.....Daniel M. Daley, Jr.
V.-P. in Charge of Radio & TV
Nicholas Keesely
Art Director TV.....Clark Agnew
Art Directors.....John DeNero, Sanford Gerard, William H. Weber, Lucille D. Lupke
Mgr. Art Dept.....Frank Farrell
Mgr. Service Dept.....Myles E. Baker
Space Buyer.....Arthur H. Ude
Time Buyer.....Frank A. Daniel

Librarian.....Ann Elder

Branch Office
308 N. Rodeo Drive, Beverly Hills, Calif.
Phone: Crestview 1-7221

Radio Director.....Benjamin R. Potts

Radio Accounts: Calvert Distillers Corp., Carstairs Bros. Distilling Co., Inc., New York, N. Y.; Cock 'N Bull (Beverage Concentrates), Los Angeles, Calif.; Colgate-Palmolive-Peet Co. (Lustre-Creme Prods.), Jersey City, N. J.; Esquire, Inc. (Coronet, Esquire, Apparel Arts Magazines), Dorothy Gray, Ltd. (Cosmetics), Lehn & Fink Products Corp. (Lysol Disinfectant, Pebeco Toothpaste & Powder), P. Lorillard, Co. (Old Gold Cigarettes, Muriel Cigars, Union Leader Tobacco, Briggs Pipe Tobacco, Friends Pipe Tobacco, Bounty Cigarette Tobacco, Beech-Nut Chewing Tobacco), Scripps-Howard Newspapers, Swedish American Line, New York, N. Y.; Tide Water Oil Co. (Tydol Gasoline, Veedol Motor Oil), New York, N. Y. and Tulsa, Okla.; Welch Grape Juice Co., The, Westfield, N. Y.

TED LEVY ADVERTISING AGENCY

515 Insurance Bldg., Denver 2, Colo.
Phone: Main 7133
ABP—ANPA—APA—PPA

Time Buyers.....Ted Levy, Gertrude B. Levy
Dir. Radio Dept.....Nora Ehrlich
Asst. Dir. Radio Dept.....Barbara Aiton
Account Executives.....Dorothy Downs, Ted Levy, G. B. Levy

A. W. LEWIN CO., INC.

40 E. 49 St., New York 17, N. Y.
Phone: ELdorado 5-3545
AAAA—ABP—ANPA—PPA—APA

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Vice-resident.....Max Green
Art Directors.....Don Waterbury, Leslie Kay
Asst. Art Director.....Ed Almgren
Space Buyer.....H. H. Dyrsen, Jr.
Traffic Manager.....S. Levin
Auditor.....E. R. Bader
Account Executives.....Archie Foster, Maurice Marks, Ray Kennedy, Jim Ellers

Branch Office
11 Commerce St., Newark 2, N. J.

Vice-President.....Leonard Newsteder
Account Executive.....Sheldon Berlow, David Strauss, III

Radio Accounts: National Spot: First Army, Doggett Pfeil Co., Clearweave Stores, True Tone Hosiery, Colonial House, Powers Inc. (Candy), Gregor Chocolate Shops, Cook & Dunn (Paints), Farber Bros., Fed-Flack (Cameras), Cook & Dunn (Paints), Colonial House (Candy), Doughten Seed Co., Chambers Distributing Co. (Stoves), Badka Co. (Rum Cakes), C. N. Coughlan (Chimney Sweep).

TV Accounts: Norma Pencils, Forstner Chain Corp. (Jewelry).

ADDISON LEWIS & ASSOCIATES

1414 Foshay Tower, Minneapolis 2, Minn.
Phone: AT 6235
ABP—ANPA—PPA—NOAB—APA—ABC

Pres. & Acct. Exec.....Addison Lewis
Prod. Mgr.....Don H. Johnson
Comptroller.....Margie Anderson
Account Executives.....Edward Grubb, Harry Kruse, J. A. Quint, Arthur Grove.

Radio Accounts: Twin City Dodge Dealers (Automobiles), Twin City Lincoln-Mercury Dlrs. (Autos), Twin Cities, Minn.; Direct Service Oil Co. (Gasoline), Minnesota Amusement Co. (Theaters), Minneapolis-Honeywell (Heating Controls), Regulator Company, The Microtone Co. (Hearing Aids), Lavoris Co. (Mouthwash), Minneapolis, Minn.

LILLER, NEAL & BATTLE

819 Walton Bldg., Atlanta 3, Ga.
Phone: Cypress 6521-2-3-4
AAAA—ABP—NOAB—ANPA—APA
ABC—BMB—SNPA—PPA

Partners.....W. W. Neal, C. K. Liller, J. L. Battle
Media Div.....Sarah Williams

Radio Accounts: Brock Candy Company, Colonial Stores, Inc., Blackman Stock Company, Bank of Georgia (Bank), National Nu-Grape Company.

TV Accounts: Brock Candy Co., H. W. Lay Co.

LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 5-8800
ANPA—PPA—NOAB—ABP—APA—ABC

President.....Laurence M. Lloyd
Vice-Pres. & Secty.....Charles F. Pietsch
Vice-President.....Harvey N. Volkmar
Treasurer.....John J. Hagan
Vice-President & Art Dir.....M. H. Kates
Production Manager.....William T. Kaleb
Time Buyer.....John J. Hagan

LOCKWOOD-SHACKLEFORD ADVERTISING AGENCY

2001 Beverly Blvd., Los Angeles 4, Calif.
Phone: DUnkirk 8-3121
ANPA—NOAB—APA—ABP—PPA

President.....R. N. Lockwood
Secretary-Treasurer.....M. W. Shackleford
Vice-President .....Louis Lombardi
Radio Director.....Lou Holzer

Branch Offices
Russ Bldg., San Francisco 4, Calif.
Vice-Pres.....Mac Alan Gardner
57 E. Jackson Blvd., Chicago 4, Ill.
Vice-Pres. .....Scott Robertson
420 Madison Ave., New York 17, N. Y.
Manager.....R. T. O'Connell
Radio Accounts: Los Angeles Brewing Co., Breakfast Club Coffee.

DUDLEY L. LOGAN ADV.

448 S. Hill St., Los Angeles 13, Calif.
Phone: Trinity 8194
ANPA—AAAA—PPA—APA—ABP
Owner.....Dudley L. Logan
Art Director.....Lloyd Morris
Space Buyer & Prod. Mgr.....K. Richardson

THE W. E. LONG CO.

188 Randolph St., Chicago 1, Ill.
Phone: RAndolph 6-4606
ABP—ANPA—NOAB
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President.....L. W. Haas
Vice-President.....E. E. Hanson
Treasurer.....A. Downie
Secretary.....H. Mergener
Director of Adv.....Wm. Goodman
Director of Radio & TV....Harold Gingrich
Radio Dept.....J. Minetz, J. Petrie
Radio Accounts: Asheville Baking Co., Asheville, N. C.; Butter Krust Baking Co., Sunbury, Pa.; Carpenter Baking Co., Milwaukee, Wis.; Cotton Bros. Baking Co., Alexandria, La.; Dietzen's Bakeries, Anderson, Ind.; Dixie Maid Baking Co., Kingsport, Tenn.; Fluhrer, Bakeries, Inc., Medford, Ore.; Haller's Eagle Bakery, Inc., Altoona, Pa.; Holsum Bakers, Tampa, Fla.; Holsum Bakery, Ft. Wayne, Ind.; Lee Baking Co., Victoria, Tex.; New Process Baking Co., Chicago, Ill.; Chas. Newman Baking Co., Amarillo, Tex.; Oak Cliff Baking Co., Dallas, Tex.; Spengler's Bakery, Lewiston, Ida., (Holsum Bread); Cape Girardeau Baking Co., Cape Girardeau, Mo.; Cross Baking Co., Montpelier, Vt.; Holsum Bread Co., Salt Lake City, Utah, (Betsy Ross Old Fashioned Bread); Alfred Nickles Bakery, Inc., Navarre, O., (Toastmaster & Nickles Bread); Ungles Baking Co., Des Moines, Ia., Harvest Bread; P. F. Peterson Baking Co., Omaha, Neb., Peter Pan Bread; Williams Bakery, Eugene, Ore., Roman Meal Bread.

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.
Phone: AN 3-1888
AAAA
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Executive V.-P.....Vincent R. Bliss
Vice-Presidents.....J. H. Caro, Montgomery N. McKinney, John H. Willmarth, Edward Chapman
Time & TV Buyer.....Jane Daly
TV Department.....Dale Fisher
Radio Accounts: Rit Products Corp., W. F. McLaughlin & Co., Chicago Title & Trust Co., Jules Montenier, Inc., Thor Corp., Carson Pirie Scott & Co., Linco Products Distributing Co., Kitchen Art Foods, Inc., Wyler & Co.
TV Accounts: Jules Montenier, Inc., Rit Products Corp., Thor Corp., Kitchen Art Foods, Inc.

LYNN-FIELDHOUSE

15 S. Franklin St., Wilkes-Barre, Pa.
Phone: 2-7182
ABP—ANPA—NOAB
Partners.....S. C. B. Lynn, L. S. Fieldhouse
Radio & Media Director.....W. B. Pritchard
Branch Office
51 E. 42 St., New York 17, N. Y.
Radio Accounts: Carr-Consolidated Biscuit Co. (Cookies & Crackers), Wilkes-Barre; Wise Potato Chip Co. (Potato Chips), Berwick; J. S. Ivins' Son, Inc. (Cookies & Crackers), Wilkes-Barre; Planters Nut & Chocolate Co. (Peanut Products), Planters Edible Oil Co. (Peanut Oil), Wilkes-Barre, Pa.

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria 2, Ill.
Phone: 7197-8
ANPA—ABP—APA—NAAN—PPA—NOAB
President.....J. F. Fellay
Secy.-Treas. & Gen. Mgr.....Jay J. Keith
V.-P. Copy Dept.....Larry Harris
Radio Accounts: Keystone Steel & Wire Co., Schulz, Baujan & Co.

MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave., Chicago 1, Ill.
Phone: Randolph 6-9360
ANPA—PPA—ABP—APA—NOAM
President .....Hays MacFarland
V.-P. & Gen. Mgr.....Allen B. Dicus
Senior Vice-Pres.....A. E. Aveyard
Secy.-Treas. .....L. Peters
Media Director.....Herb Shutts
Space Buyer.....Chandler Bates

MacLAREN ADVERTISING CO., LTD.

372 Bay Street, Toronto, Ont.
Phone: Elgin 0321
ABC—ANPA
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Vice-Presidents.....E. V. Rechnitzer, James Ferres
Comptroller.....M. D. MacMahon
Director.....W. G. Abel
Directors of Radio.....M. Rosenfeld, F. H. Horler

Traffic Mgrs.....Miss Kay Dale, V. D. L. Dyer, Gail Ferries, Allan J. Scott, I. S. Wallace, Dorothy Robb

Branch Offices

410 Dominion Square Bldg., Montreal, Que.
Manager.....F. P. Gill
Radio.....Mary Moran
911 Electric Rly. Chambers, Winnipeg, Man.
Manager.....E. P. Thomson
305 Province Bldg., Vancouver, B. C.
Manager.....W. D. M. Patterson
Radio.....John Hoyland
18 Rideau St., Ottawa, Ont.
Manager.....W. F. Harrison

Radio Accounts: H. J. Heinz Co. of Canada (Food), Imperial Varnish & Color Co., Ltd., Imperial Oil Ltd. (Hockey and Baseball), I. H. Lavery & Co., O'Cedar Company of Canada, Ogilvie Flour Mills, Peoples Credit Jewelers, Peoples Credit Clothiers, Provincial Tire Co., Standard Brands, Tuckett Tobacco Co., Henry K. Wampole & Co., Ltd., Royal Puddings, Shefford-Ingersoll Cheese, Dow Brewery, Ltd., Canadian General Electric, Dominion Fur Auction Sales, Intercontinental Packers, Ltd., Lake of Woods Milling Co., Stephen's Paints, Capilano Baseball (Sicks' Capilano Brewery, Ltd.), Home Oil Distributors, W. H. Malkin & Co., Ltd., Nalley's Limited, Palmer's Ltd.

MALCOLM - HOWARD

203 N. Wabash Ave., Chicago 1, Ill.
Phone: RAndolph 6-7942
ABP—ANPA—PPA—APA

Radio Director.....Arthur M. Holland
Asst. Radio Dir.....Allan Sweeton
Account Executives.....Arthur M. Holland, Hal Barkun, M. G. Holland
Television Director.....Norman Lindquist
Copy.....William Bent

Radio Accounts: Dad's Root Beer, Mrs. Klein's Potato Chips, Cimino Wines, Legion Ice Cream, Chicago Sun-Times, Hollands Jewelers, Rubin's Apparel, Joy Candies, Roller Derby, Chicago Coliseum, Arcadia Gardens, Armory, Harry Alter Co., Cook County Motors.

TV Accounts: Harry Alter Co., Cook County Motors, Rubin's Apparel, Courtesy Motors, Hollands, Dad's Root Beer, Nectar Beer.

DAVID MALKIEL ADV. AGENCY

260 Tremont St., Boston 16, Mass.
Phone: LI 2-1421
ABP—ANPA—APA—PPA

Copy Chief & Owner.....David Malkiel
Prod. Mgr.....Julian Malkiel
Media.....Martha Brest
Account Exec.....Elliot Rose

Radio Accounts: Gailing Enterprises, Kasanof-Paramount (Bkery Products), Boston; Serta-White Cross (Mattresses), Cambridge; Lithuanian Society, N. E. Doll & Novelty Co. (Toys), Royal Crown of Boston (Soft Drinks), Steubens Restaurants, Canadian Ace Ale (Beer & Ale) Darbury Room (Supper Club), Boston; D. Monosson & Son (Photo Finisher), Roxbury; C. Pappas Co. (Pappas Wines), Ace Vacuum Stores (Vacuum Cleaners), Boston, Mass.

TV Account: N. E. Doll & Novelty Co. (Toys), Boston, Mass.

MANSON-GOLD-MILLER, INC.

1004 Marquette Ave., Minneapolis 2, Minn.
Phone: GEneva 9619
APA

Pres. & Treas.....Meyer Gold
V.-P. & Secy., Radio Dir., Time Buyer Robert P. Miller
Art Dir.....Neil Robertson
Prod. Mgr.....Reinhard Steinley
Media Dir.....Betty Boyer Holmes
Acct. Execs.....Meyer Gold, R. P. Miller, K. Schlasinger

Radio Accounts: Snyder's Drug Stores, Janney Best Paints, CharTex.

MARFREE ADVERTISING CORP.

1560 Broadway, New York, N. Y.
Phone: PL 7-7655

Pres.....H. A. Friedenberg
V.-Pres.....Alvin Eicoff
V.-Pres.....Barnett Friedenberg
Sec. & Treas.....Louis P. Randell

Branch Office

112 E. Walton, Chicago, Ill.
Phone: WHitehall 4-7679
V.-Pres.....Alvin Eicoff

Radio Accounts: Dean Ross (Piano Course), New York, N. Y.; House of Goddard (Quilt Lady), Galgano Dist. (Records), Chicago, Ill.; Salvit (Arthritis Pills), Jersey City, N. J.; Foto-Magic (Picture Coloring), Chicago, Ill.; McFadden Foundation (Books), New York, N. Y.; Rig-A-Jig (Toys), Harlich Corp. (Movie Albums), Chicago, Ill.; Mercury Life & Health Insurance (Insurance), San Antonio, Tex.

MARSCHALK & PRATT CO.

535 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-2022

Partners.....H. C. Marschalk, S. H. Giellerup, S. L. Meulendyke, G. A. Poetschke, C. A. Peterson
Radio Director.....Curt A. Peterson
Time Buyer.....H. Gesregan
TV Dir.....E. J. Whitehead

Radio Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.

TV Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.

MASON-RELKIN CO.

20 E. 35 St., New York 16, N. Y.
Phone: MUrray Hill 9-3891
ABP—ANPA—APA—PPA

Time Buyer.....R. B. Relkin

J. M. MATHES, INC.

122 E. 42 St., New York 17, N. Y.
Phone: LExington 2-7450

President.....J. M. Mathes
Treasurer.....A. E. Cox
Secretary.....Carle E. Rollins
Vice-Presidents & Directors.....Lester Loh, Wilfred S. King, W. T. Okie
Vice-Presidents.....D. R. Hathaway, Dr. O. L. Tinklepaugh, Jan H. Meyer
Director of Radio & TV.....Read H. Wight
Time Buyer.....Edna S. Cathcart
Motion Pictures.....Anne Moore

Radio Accounts: Air France, American Viscose Corp., Austin Motor Co., Ltd. (England), Canada Dry Ginger Ale, Inc. New York, N. Y.; Delaware Floor Products, Wilmington, Del.; Houbigant Sales Corp., Imperial Paper & Color Corp., Judson Dunaway Corp., New York, N. Y.; Luden's, Inc., Reading, Pa.; The Pure Food Co., Inc., Mamaroneck, N. Y.; Union Carbide & Carbon Corp., New York, N. Y.

TV Account: Canada Dry Ginger Ale, Inc., New York, N. Y.

MATHIESSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.
Phone: Daly 8-4090
ABP—NOAB—PPA—APA—ANPA

President.....C. A. Mathiesson
Vice-Pres. & Treas.....I. M. Harloff
Secretary.....Evelyn Heronymus
Copy Chief.....Edw. G. Ball

Radio Account: Edwards Motor Co.

JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.
Phone: GAspee 1-4456
ABP—ANPA—APA

resident.....Joseph M. Finkle
Vice-President.....Aaron M. Finkle
Treasurer.....Archie M. Finkle
Copy Chief.....Richard D. Brugman
Radio Director.....Constance Clarke

MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.
Phone: Lorain 7-5710
ANPA—APA—PPA—ABC—NOAB

President.....Lou R. Maxon
Vice-President.....Searle Hendee
Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel

Branch Offices

12 E. 53 St., New York 22, N. Y.
Vice-President.....W. Ray Baker
664 N. Rush, Chicago 11, Ill.
Manager.....L. J. Sholty

Radio Account: Gillette Safety Razor Co.

THE MAYERS CO., INC.

2301 W. Third St., Los Angeles 5, Calif.
Phone: Dunkirk 82111
ABP—APA—FAAG—NOAB—PPA

President.....Henry Mayers
Vice-Pres.....Forrest Dolan
Secy. Treas.....James P. Shelley
Art Director.....Geo. Labadie
Production.....Edith Hemphfling
Media Dir. and Time Buyer, Radio & TV Bea Davies

Radio Accounts: Gordon Bread Co., Hoffman Candy Co., National Schools (Correspondence Courses), Adolphs Food Products (Meat Tenderizer), Pennzoil Co. (Oil & Lubricants), Sears Roebuck & Co. (Retail Department Store), Los Angeles, Calif.

TV Accounts: Sears Roebuck & Co. (Retail Department Store), Adolphs Food Products (Meat Tenderizer), Charcook Co. (Charcoal Broiler), Los Angeles, Calif.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 22, N. Y.
Phone: JUdson 5-3400
AAAA—ABC—ABP—ANPA—APA
BMB—NOAB—PPA

Chairman of Board.....H. K. McCann
Vice-Chairman & Chairman of Exec. Comm. Harrison Atwood
President.....Marion Harper, Jr.
Vice-President & Treas.....John L. Anderson
V.-P. & Mgr. of Eastern Operations L. S. Briggs
Vice-Presidents (N. Y.).....R. M. Alderman, Donald G. Calhoun, Robert S. Congdon, W. H. Conine, J. L. Deane, G. B. Dearnly, Earl C. Donegan. Leonard F. Erikson, L. E. Firth, George H. Giese, (Miss) Alberta Hays, C. A. Hoppock, Daniel W. Keefe, Arthur J. Kemp, Alton Ketchum, W. E. McKeachie, H. A. Mitchell, C. A. Posey, (Miss) Florence Richards, (Miss) Margot Sherman, John H. Tinker, Jr., R. E. Thompson, E. F. Wilson.
Vice-President.....Thomas H. Lane
Vice-Pres. Producer.....Dorothy B. McCann
Director of Radio & TV Programs Alfred J. Scalpone
Dir. of Service.....William C. Dekker
Dir. of Radio-TV Plans..Frederick Anderson
Dir. of Radio.....Hendrik Booraem
Dir. of TV.....Lee Cooley
Senior Producers.....Glan Heisch, Neil Reagan
Director of Radio-TV Copy Charles H. Wolfe
Mgr. of Radio-TV Time.Robert M. Reuschle
Mgr. of Radio-TV Pub....James Macdonald

Mgr. of Program Development
Frances Harris

Branch Offices

31 St. James Ave., Boston 16, Mass.
Vice-President-Mgr.....Watson M. Gordon
318 S. Michigan Ave., Chicago 4, Ill.
Vice-President-Mgr.....Homer Havermale
Vice-Presidents.....Walter C. Krause, A. W. Sherer, H. G. Smith, Sidney A. Wels
1300 Guardian Bldg., Cleveland 14, O.
Vice-President-Mgr.....A. A. Sommer
Vice-President.....Ralph Koser
3546 Penobscot Bldg., Detroit 26, Mich.
Vice-Presidents.....Paul Holder, Frank Townshend
6331 Hollywood Blvd., Hollywood 28, Calif.
Manager.....Neil Reagan
448 South Hill St., Los Angeles 13, Calif.
Vice-President-Mgr.....Burt Cochran
1100 Builders Exchange, Minn. 2, Minn.
Vice-President-Mgr.....Jackson Taylor
1103 Public Service Bldg., Portland 4, Ore.
Manager.....Harry Burton
114 Sansome St., San Francisco 4, Calif.
Vice-President-Mgr.....H. Q. Hawes
Vice-Presidents.....Roswell Cochran, Clarence Hestorff, F. H. McCrea, Robbins Milbank

Radio Accounts: Altes Brewing Co., Allied Vans, American Trust Co. (San Francisco), Bell & Howell Company, Bell Brand Food, Ltd., Beverwyck Breweries, Inc., Broadway Department Store, Inc., California Packing Corp., California Walnut Growers Assoc., Chesebrough Mfg. Co., Cons'd, Coldstream Products Co., Columbia Records, Inc., Cowles Magazine, Inc., Cresta Blanca Wine Co., W. P. Fuller & Co., Grand Trunk Railway, Gries dieck Western Brewery Co., International Harvester Co., Lehn & Fink Products, Corp., Leisy Brewing Co., Lucky Lager Brewing Co., Milk Foundation, Inc., National Biscuit Co., The Ohio Bell Telephone Co., Pacific Coast Borax Co., Pacific Power & Light Co., Perfection Stove Co., Portland Gas & Coke Co., Ray-O-Vac Batteries, Richman Brothers Co., The S.O.S. Co., Southern California and Southern Counties Gas Cos., Standard Oil Co. (Indiana), The Standard Oil Co. (Ohio), Swift & Company, Trans-Canada Airlines, TruVal Manufacturers, Inc., Westinghouse Electric Corp.

TV Accounts: Altes Brewing Co., Bell & Howell Co., Beverwyck Breweries, Inc., Broadway Department Store, Inc., California Packing Corp., Chesebrough Mfg. Co., Cons'd, Chrysler Sales Division, Coldstream Products Co., Columbia Records, Inc., Congoleum-Nairn, Inc., Hood Rubber Co., Leisy Brewing Co., Lehn & Fink Products, Corp., National Biscuit Co., The Ohio Bell Telephone Co., Pharmacraft Corporation, Inc., Perfection Stove Co., Richman Brothers Co., The S. O. S. Co., Southern California and Southern Counties Gas Cos., Standard Oil Company (Indiana), The Standard Oil Company (Ohio), Westinghouse Electric Corp.

R. E. McCARTHY ADV. AGENCY

1002 Tampa Theater Bldg., Tampa 2, Fla.
Phone: M-2323
SNPA—PPA

President & Space Buyer....R. E. McCarthy
Secretary.....M. C. Benito
Treas. & Prod. Mgr.....Louis Benito
Art Director.....Harry Walls

Radio Accounts — Borden's Dairy, Foley Lumber Company, Peninsular Telephone Co., Pioneer Tire Co., Southern Brewing Co.

McCORMICK COMPANY

217 E. 7 Ave., Box 1931 Amarillo, Tex.
Phone: 5333
NOAB—ANPA—APA—SNPA

Owner-Manager.....James L. McCormick
Account Exec.....John R. Forkner
Account Exec.....R. W. Siemplelkamp
Art Director.....Alfred M. Gibbons

Radio Accounts: Shamrock Oil & Gas Corp., Consolidated Appliances, Inc.

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia 2, Pa.
Phone: Locust 7-4737
ANPA—PPA—APA

President.....Roy J. McKee
Vice-President-Treasurer..David R. Albright
V.-P.-Radio-TV Director.James A. McFadden
Time Buyer.....Evelyn Walmsley
V.-P.-Mdse.....Howard H. Yaw
Secretary.....T. E. Libby

Radio Accounts: Western Maryland Dairy, Phila. & Reading Coal & Iron Co., Rieck-McJunkin Dairy Co., General Ice Cream Corp., Castles Ice Cream Co., Breyer Ice Cream Co.

TV Accounts: General Ice Cream Co., Breyer Ice Cream Co.

McKIM ADVERTISING LIMITED

1010 St. Catherine St. W., Montreal, Que., Can.
Phone: Lancaster 5192
ANPA—ABC

President.....James M. Baxter
V.-P., Secy.-Treas.....J. W. Thain

Branch Offices

320 Bay St., Toronto, Ont., Canada
Manager.....James M. Baxter
Paris Bldg., Winnipeg, Man., Canada
Manager.....A. A. Brown
514 Province Bldg.,
Vancouver, B. C., Canada
Acct. Exec.....W. H. Sandstrom
376 Strand, London, W.C. 2, Eng.
Acting Manager.....H. Suffell

MELAMED-HOBBS, INC.

609 Second Ave. So., Minneapolis 2, Minn.
Phone: Bridgeport 1225
ANPA—PPA—NOAB—APA—SNPA

President-Treasurer.....Louis Melamed
Vice-President.....S. E. Melamed
Secretary.....M. O. Gooder
Acct. Execs.....Ralph W. Hobbs, Lorne R. Moodie, E. T. Holmgrin, Newton Stein, Glenn Knoblaush, Vern Soash, A. Pacini, O. L. Smith
Media Dir.....Frank Johns

Branch Offices

E-906 First National Bank Bldg., St. Paul 1, Minn.
Manager.....E. T. Holmgren

333 N. Michigan Ave., Chicago 1, Ill.
Manager.....E. R. Livingston

Radio Accounts: Chocolate Products Co., Griggs Cooper & Co., Lan-O-Sheen, Inc., Minnesota Farm Bureau Federation, Milk Foundation of Minnesota, Sanitary Food Mfg. Co.

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.
Phone: Delaware 7-7860
ANPA—PPA—AAAA—ABP—NOAB

General Manager.....Arthur E. Meyerhoff
Financial Manager.....J. A. Johnston
Director of Radio.....Benjamin J. Green
Assoc. Radio Dir.....George Rich III
Radio Time Buyer.....Carol Perel
Publication Space Buyer.....Mary Hauser
Copy Chief.....M. E. Chon
Account Executives.....John H. Lemmon, A. E. Meyerhoff, George Grabin, Marshall Kissel, Benj. Green, George Taylor, Henry Bartenstein.

Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.
Manager.....George Grabin

Radio Accounts: Chicago National League Ball Club, Illinois Meat Company, Milwaukee Elec. & Transport Co., Wisconsin & Michigan SS Co., Wm. Wrigley Jr. Company, Patricia Stevens Models' Finishing School, Chicago Transit Authority, Clark's Super Gas.

C. L. MILLER COMPANY, INC.

521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-1010
ABC—ABP—ANPA—APA—NOAB—PPA

Treasurer.....G. V. Carhart

Branch Office

333 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-1640
Exec.-In-Charge.....Irving M. Tuteur

Radio Accounts: Corn Products Sales Co. (Niagara Laundry Starch & Mazola Salad Oil), New York; Bachman Chocolate Mfg. Co. (Old Sol Bar), Mount Joy, Pa.; Doughnut Corp. of America, New York, N. Y.

DAN B. MINER CO.

304 S. Kingsley Drive, Los Angeles 5, Calif.
Phone: DUnkirk 2-2973
AAAA—ABC—ABP—ANPA—APA—BMB
CAN—NOAB—PPA

President.....Dan B. Miner
Exec. Vice-Pres.....J. C. Morse
Vice-Pres.....I. M. Greer
Vice-Pres. .....Hildred Sanders
Secretary-Treasurer.....M. R. Sweeney
Account Executives.....J. C. Morse, I. M. Greer, Hassel Smith, John Christie, Andrew Carpenter
Production Mgr.....Richard Glover
Art Director.....Fred Kaplan
Media Director.....Edith Grooms
Radio & TV Dir.....Hildred Sanders
Time Buyer.....Terri Brady
Copy Chief.....Marion Sternbach
Research Dir.....Herbert Kessler

Radio Accounts: American Beauty Macaroni (West Coast Div.) (Macaroni), Los Angeles; Awful Fresh MacFarlane, Inc. (Southern Div.) (Candy), Oakland; Foreman and Clark (Clothing), Interstate Bakeries Corp. (Weber Bread), Kerr Glass Mfg. Corp. (Jars, Caps & Lids), Kendall Foods, Inc. (Dog Foods), Log Cabin Baking Co. (Variety Breads), Luer Packing Co. (Fresh Meats), Los Angeles; Prepared Products Co. (Dixie Fry), Pasadena; L. A. Transit Lines (Transportation), Los Angeles, Calif.

TV Accounts: Awful Fresh MacFarlane, Inc., Log Cabin Baking Co., Luer Packing Co., American Beauty Co., Weber's Bread.

EMIL MOGUL CO., INC.

250 W. 57 St., New York 19, N. Y.
Phone: CO 5-2482
ABP—ANPA—PPA

President .....Emil Mogul
Asst. to Pres.....Seth D. Tobias
Exec. Vice-Pres.....Charles L. Rothschild
Secy. & Treas.....Helene Mogul
General Manager.....Milton Guttenplan
Production Manager.....Al Mauro
Art Director.....Jean Coquillot
Media & Research Dir.....Richard Liebman
Asst. Research Dir.....Bob Wanderman
Radio & TV Dir.....Helen Munroe
Copy Chief.....Myron A. Mahler

Radio Accounts: Barney's Clothes, Inc. (Men's & Boys' Clothing), Canadian Fur Corp. (Women's Furs), New York; Gem Packing Corp. (Gem Oil), Brooklyn; Napa Valley Grape Prod. (Colombo Wine), Calif., New York; National Shoes, Inc. (Women's & Children's Shoes), New York; Knomark Mfg. Co., Inc. (Esquire Boot Polish), Brooklyn; Ronzoni Macaroni Co. (Spaghetti & Macaroni Prod. & Spaghetti Sauce), Long Island City; Santarpia Wine & Liquor (Liquor Store), Berolio Import Co., Inc. (Berio Olive Oil), S. A. Schonbrunn & Co.,

Inc. (Medaglia D'Oro Coffee), Modern Industrial Bank, New York, N. Y.

TV Accounts: National Shoes, Inc. (Women's and Children's Shoes), New York, N. Y.

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, O.
Phone: PArkway 1178
PPA—ABP—ANPA

President.....Chester C. Moreland
Secretary.....Walter H. Strauss
V.-P. & Space Buyer.....B. L. Schurman

Radio Accounts: Rainbo Baking Co. Coney Island Amusement Co., Coca-Cola Bottling Co., Cincinnati Times-Star.

MOREY, HUMM & JOHNSTONE, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: BR 9-5950
ABP—ANPA—APA—NOAB—PPA

President.....Sylvester M. Morey
Exec. V.-P.....Llewellyn B. Van Doren
V.-P. & Mgr. Utility & Home Appliance Dept.....Albert W. Humm
V.-P. & Copy Chief.....Stanley F. Ellsworth
V.-P. & Art Dir.....William J. Sutton
Secy. & Treas.....William G. Carmody
Media Dir.....Lillian F. Parker
Time Buyer.....Kathryn Shanahan
Exec. V.-P. & Radio Dir. Llewellyn B. Van Doren
Time Buyer.....Kathryn Shanahan

Branch Office
9 Rockefeller Plaza, New York 20, N. Y.
Phone: PL 7-8060

V.-P. Chg. Midtown Office.Muriel Johnstone
Mdse. Counsellor.....Rosamond Gilmartin

Radio Accounts: Sinclair Refining Co., Richfield Oil Corp. of N. Y.

TV Accounts: Sinclair Refining Co., New York, N. Y.

RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 28, Calif.
Phone: HEmpstead 4194
ANPA—PPA—APA—NOAB

President.....Raymond R. Morgan
Exec. Vice-Pres.....Robert C. Temple
Vice-President.....Sydney B. Gaynor
Account Executives.....Jack Kerr, L. W. Hobson
Radio Director.....James C. Morgan
Production .....John Burton
Time Buyer.....Mary Ellen Ryan
Copy Chief.....Audrey Sharpe

Branch Offices
Raymond R. Morgan Co.
San Francisco 5, Calif.
Account Executive.....Porter F. Anderson

Affiliate
Goodkind, Joice & Morgan, Inc.
Palmolive Bldg., Chicago 11, Ill.
President.....Clyde M. Joice

Raymond R. Morgan Co.
1 Rue Faubourg St. Honore
Paris, France
Chief Executive....Raymond R. Morgan, Jr.

Radio Accounts: Planters Nut Choc. Co., J. A. Folger & Co., Los Angeles Soap Co., (White King Granulated Soap; Scotch Triple Action Cleanser; Sierra Pine Toilet Soap; Merrill's Rich Suds; Merrill's Pine Toilet Soap), Chapman Park Hotel, Institute of Religious Science.

MORSE INTERNATIONAL, INC.

122 E. 42 St., New York 17, N. Y.
Phone: OREgon 9-4600
APA—PPA

Chairman of the Board.....A. T. Preyer
President.....J. Patterson
Exec. Vice-Pres.....M. F. House
Treasurer.....O. L. Lancaster
Space Buyer.....F. D. Davies
Mgr. Radio & TV Dept.....C. C. Slaybaugh
Export Media Mgr.....Aurora Blando
Dir. of Prod.....M. K. Burckett
Group Prod. Mgrs.....W. W. Williams, D. R. Quist, W. J. Berey
Sr. Art Director.....L. Szalay
Group Art Directors.....E. Ellis, J. Clark
Art Studio Mgr.....J. V. Ryden
Account Executives.....Constance Boland, Emory Ward, E. R. Korth

Radio Accounts: Vick Chemical Co. (Vick Products), The Sofskin Co. (Sofskin Hand Cream), Prince Matchabelli, Inc. (Prince Matchabelli Perfumes & Cosmetics).

TV Accounts: Vick Chemical Co. (Vick Products).

MOSELLE & EISEN ADV. AGENCY

522 Fifth Ave., New York 18, N. Y.
Phone: MUrray Hill 2-4939
PPA—APA—ANPA

Partner .....Henry Eisen
Partner .....Rose Moselle
Copy Chief.....Mildred Barsky
Publicity .....Jane Irwin
Art Dir., TV Prod.....Frederick H. Cassens
Prod. Mgr.....M. Baumstein
Media Dir., Research Time Buyer Miriam Howard

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
Phone: Utica 4-6141
ABP—ANPA—PPA—NOAB—APA

Pres. & Treas.....A. S. Collins
Vice-President.....James N. Brown
Vice-Pres.-Art Director...A. M. Huntington
V.-P.,-Secretary.....Lyle B. Reigler
Tsst. Treas.....Mildred S. Benson
Media Director.....Miss L. B. Mang

Radio Accounts: C. A. Durr Packing Co., Inc., West End Brewing Co.

MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7377-8
ABC—ANPA—APA

President.....Joseph H. Moss
Copy Chief.....Charles D. Beckman
Space Buyer.....Betty Math
Art Director.....James K. Sullivan
TV Director.....Ely A. Landau
TV Assistant.....Hal Goldin

TV Accounts: The Ziploc Co. (Watch Straps), N. J.; Purofied Down Prod. (Pillows & Comforters), N. Y. C.; Stacor Equip. Corp. (TV Accessories), Brooklyn, N. Y.; Nat Palerton Motors (Auto Dealer), Semca Clock Co. (Clock Mfg.), New York City.

C. WENDEL MUENCH & COMPANY

75 E. Wacker Drive, Chicago 1, Ill.
Phone: FInancial 6-3481
ABP—ANPA—PPA

President.....C. W. Muench
Account Executive.....W. O. Yocum
Account Executive.....C. T. Kerrigan
Mgr. Client Service.....Robert Gingrich
Media Director.....Victor Fabian
Production Manager.....Wm. G. Fisher
Radio Director.....Glenn Martin
Time Buyer.....Victor Fabian

Radio Accounts: Durkee Famous Foods (Margarine), Chicago, Ill., Norwalk, O.; Marhoefer Packing Co. (Meat Products), Monarch Brewing Co. (Beer), Chicago, Ill.; Sugardale Provision Co. (Meat Products), Canton, O.; Maurer-Neuer Co. (Meat Products), Kansas City, Mo.; A. F. Schwahn & Sons Co. (Meat Products), Eau Claire, Wis.; L. C. Forman & Sons Co. (Condiments), Pittsford, N. Y.; Pavelka Brothers (Meat Products), Cleveland, O.; Triangle Restaurant Co. (Restaurant), Chicago, Ill.; Toffenetti Restaurant Co. (Restaurant), New York, N. Y.

TV Accounts: Durkee Famous Foods (Margarine), Chicago, Ill., Norwalk, O.; The Griffith Laboratories, Inc. (Spices); Monarch Brewing Co. (Meats), Chicago, Ill.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-6835

President.....Paul R. Kruming
Vice-President.....Thomas W. Hughes
Secretary.....Joseph W. Madden
Treasurer.....Frank Neuhauser
Media Director.....Jack Donelon
Account Executives.....Paul R. Kruming, Thomas W. Hughes, Joseph W. Madden, Walter Kelly, John Sweeney, Philip Gurvich
Radio & TV Directors.....James G. Zea, James A. MacDonald, Alex Cardenas, Jean Volpe
Time Buyer.....Lenore Sanders

Branch Offices

Associates offices in Central and South America, Europe, U. S. possessions and the Far East.

Radio Accounts: American Safety Razor, Borden Co., Carter Products, Electric Auto-Lite, Esterbrook Pen, H. J. Heinz, Lambert Pharmacal Co., Lever Brothers (U. S.), Richard Hudnut, National Carbon Co., Quaker Oats Co., Ruppert Brewery, William R. Warner.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: STate 2-5151
AAAA—ANPA—PPA—NOAB—APA
ABC—ABP

President.....Maurice H. Needham
Vice-Presidents.....John J. Louis, Melvin Brorby, W. Raymond Fowler, Wm. D. Horne, Jr., Wm. P. Bager, Wm. H. Ohle, Wm. R. Kinnaird.
Media Dir.....Otto R. Stadelman
Radio-TV Dir.....Allan Wallace
Publicity Dir.....John Willoughby
Sec.-Treas.....Max D. Andyl

Branch Office

1680 North Vine St., Hollywood 28, Calif.
V.-P. & Manager.....Frank Pittman

Radio Accounts: Kraft Food Co., S. C. Johnson & Son, Swift & Co., Wieboldt Stores, Inc., Derby Foods, Inc.

NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-4230

President-Acct. Exec.....William Rogow
Acct. Exec.-Copy Chief.Stewart Pierce Brown
Acct. Exec.....Robert Rogow
Personnel Director.....Harriet Barnett

Radio Accounts: Melville Shoe Corp. (Shoes), Joseph Martinson & Co. (Coffee), Bond Stores, Inc. (Clothing), New York, N. Y.

TV Accounts: Melville Shoe Corp. (Shoes), New York, N. Y.

RALPH NELMS, INC., ADV.

312 W. Walnut, Springfield 3, Mo.
Phone: 4-2555
APA

Pres.-Radio Dir.....Ralph A. Nelms
Art Dir.....J. H. Richards
Prod. Manager.....James A. Nelms Jr.
Account Executive.....Jeanette Mahan
Account Executive.....Mrs. Gary Madsen

Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Old Nick Seed Co. (Seed

Corn & Treatment), St. Joseph; Assemblies of God Church (National Religious Pgm.), Springfield; Meek Lumber Cos. (Lumber Yard Chain), Lockwood; Faith of our Fathers, Inc. (Religious Broadcasts), Pioneer Products, Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reyco Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.
Phone: 4-4135

Pres.-Treas.....George R. Nelson
Vice-President.....Helen C. Nelson
Secretary .....Alice Pach
Copy Chief.....Robert S. Cragin
Publicity Director.....Robert S. Cragin
Art Director.....Arnold Hitchins
Space Buyer.....Sybil Van Patten
Research .....Alice Pach
Radio Director.....Jack Rourke
TV Director.....Edward F. Flynn
Radio Time Buyer.....Anne F. Pratt

Radio Placement Accounts: Carl Co. (Department Store), Cowell's Shell Station (Shell Dealer), Hub Store (Sports Store), Schenectady; Wm. W. Lee & Co., Inc. (Cold Remedy), Watervliet; A. L. Parsons & Sons (Ford Dealer), Central Bridge; Parsons, Inc. (Ford Dealer), Amsterdam; Rudolph Brothers, Inc. (Jewelry Chain), Syracuse; Saratoga Racing Assn. (Racing Association), Saratoga Springs; Industrial Bank (Banking Association), Devenpeck Coal Co. (Coal Co.), Cummings Motors, Inc. (Chrysler Dealer), Schenectady; Rodgers Liquor Co. (Liquor Distributors), Albany; Union-Fern (Furniture Chain), Troy; Chas. Miller Coal Co. (Coal Co.), Schenectady, N. Y.

Radio Transcription Production Accounts: General Electric Co. Electronics Division (G. E. TV & Radio) Syracuse; Benrus Watch Co. (Watch manufacturers), New York City; Mohawk Carpet Mills, Inc. (Rug and carpet manufacturers), Marcus Breiers' Sons (Sports Clothing manufacturers), Amsterdam; Stein Clothes, Inc. (Sir Little Garments), Pepsi-Cola Co. (Soft drink beverage), New York City; Saratoga Assn. (Racing Association), Saratoga Springs, N. Y.

TV Film Production Account: Pepsi-Cola Co. (Soft drink beverage), New York City; Saratoga Racing Assn. (Racing Association) Saratoga Springs, N. Y.

TV Placement Accounts: Mohawk Carpet Mills, Inc. (Rugs and Carpets), Amsterdam; Allen's Appliances (G. E. Appliance Store), Apex Department Store, Carl Co. (Department Store), Schenectady; Empire State Distributors (Philco Distributors), Cohoes; William W. Lee & Co. (Cold Remedy), Watervliet; Nusbaum's (Men's furnishings), Schenectady; A. L. Parson's & Son (Ford Dealer), Central Bridge; Parsons, Inc. (Ford Dealer), Amsterdam; Saratoga Assn., Saratoga Springs; Wm. Sherry Tire Co. (Tire Dealer), Central Candy Corp. (Candy manufacturers), Empire State Bedding Co. (Sealey Mattress manufacturers), Schenectady; Smith Food Co. (Potato Chip manufacturer), Cohoes, N. Y.

TED NELSON ASSOCIATES

730 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 6-8470

Acct. Executive.....Nat Fields
Script Director.....Richard Diamond
Talent Director.....Perry Bruskin
Director .....Ted Nelson
Production.....Isabelle Van Stockhem

TV Accounts: Exclusive TV and Radio Representatives for Professional Basketball-Gothams on WNBT—1948-49.

NEWELL-EMMETT CO.

(See Cunningham & Walsh, Inc.)

THEO. A. NEWHOFF ADV. AGENCY

1403 Court Square Bldg., Baltimore 2, Md.
Phone: Lexington 7155
AAAA—ANPA—ABP—NOAB—PPA

Partners.....Theodore A. Newhoff, Marx S. Kaufman
Vice-Pres.....Samuel S. Strouse
Comptroller.....R. M. Newhoff

NEWMAN, LYNDE & ASSOCIATES, INC.

Florida National Bank Bldg., Jacksonville 2, Fla.
Phone: 3-1253, 5-7720
ABP—ANPA—APA—FAAG—NOAB
PPA—SNPA

President.....M. T. Newman
Exec. Vice-Pres.....Hunter Lynde
Vice-Pres.....Kenneth F. Small
Vice-Pres.....David E. Robeson
Secy. & Pub. Dir.....Ronald G. Sercombe

Radio-TV Dept.

Exec. Vice-Pres.....Hunter Lynde
Vice-Pres.....Kenneth F. Small
Vice-Pres.....Allan C. Gottschaldt

Branch Office

Chamber of Commerce Bldg., Miami, Fla.
Phone: 82-9975

Vice-Pres.....Allan C. Gottschaldt

Radio Accounts: JAX Brewing Co. (Beer), Bond-Howell Lumber Co. (Bldg. Supplies), Jacksonville, Fla.

NORTHWEST RADIO ADV. CO.

Empress Bldg., Seattle 4, Wash.
Phone: Elliott 5488

Mgr. & Radio Dir.....Edwin A. Kraft
Asst. Manager.....W. L. Paul

Radio Accounts: Rhodius Perfumes, Alaska Life.

O'BRIEN & DORRANCE, INC.

160 E. 56 St., New York 22, N. Y.
Phone: PLaza 9-5120

President-Secretary.....Dick Dorrance
Exec. Vice-Pres.-Treas.....Harry F. O'Brien
Vice-Pres.....John A. Cashman
Media Director.....William L. Morison
Art Director.....Jack Wolfgang Beck
Production Manager.....Lincoln W. Allan
Account Executive.....Joseph Anderson
Radio-TV Director.....William R. Seth

OLIAN ADVERTISING CO.

909 Ambassador Bldg., St. Louis 1, Mo.
Phone: Central 8380-1-2-3
ABP—ANPA—APA—NOAB—PPA

President.....Irwin A. Olian
Exec. Vice-Pres.....J. Walter Goldstein
Vice-President.....Harold A. Thomas
Copy Chief.....James Spencer
Space Buyer & Res. Dir.....James O'Neal
Prod. Mgr.....Evelyn Dieckmann
Art Director.....Harry Lindermann
Radio Director.....Margaret Nelson

Radio Accounts: Eagle Stamp Co., Eagle Stamps), General Grocer Co. (American Lady-Topmost Foods, Big Fellow Peas, Cob Cut Corn, Manhattan Coffee), Milton Oil Co. (Dicel Gasoline), Sayman Products Co. (Sayman Soap), Pevely Dairy (Jitterbug Dairy Products & Reddi-Wip), Hudson Dealers of St. Louis (Hudson Cars), Stewart's Apparel, Inc. Ladies Ready-To-Wear), Dining Car Coffee Co. (Dining Car Coffee), St. Louis, Mo.

TV Accounts: Pevely-Dairy Co. (Reddi-Wip), General Grocer Co. (Manhattan Coffee), Automatic Firing Corp. (Gas-A-Fire), St. Louis, Mo.

ROBERT W. ORR & ASSOCIATES, INC.

4 W. 58 St., New York 19, N. Y.
Phone: PLaza 9-8050
ABC—ANPA—NOAB—PPA

President.....Robert W. Orr
Exec. Vice-Pres.....John H. Baxter
Vice-Pres. & Asst. to Pres....Eldon Sullivan
Vice-Presidents .....Arthur Livingston, Jerome Isaacs
Secy.-Treas.....Chauncey C. Seedorf
Radio-TV Dir.....Stephen G. Bowen

Branch Offices

9130 Sunset Blvd., Los Angeles, Calif.
Exec.-in-Chge. .....Richard Diggs

123 New Bond St., London, England
Exec.-in-Chge.....F. A. Nicholson

96 Rue de la Victoire, Paris, France
Exec.-in-Chge. .....M. Renault

Radio Accounts: Andrew Jergens Co. (Woodbury & Jergens), Cincinnati, O.

OWEN & CHAPPELL, INC.

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 8-2400
ABP—ANPA—APA—NOAB—PPA

President.....John H. Owen
Executive Vice-Pres.....Charles Chappell
Vice-President.....Marc Seixas
Director of Media.....Harry Torp

Radio-TV Dept.

Vice-Pres-Radio-TV Dir..David Hale Halpern

Radio Accounts: National Bohemian (Beer), National Premium (Beer), Baltimore, Md.

TV Accounts: National Bohemian (Beer), National Premium (Beer), Baltimore, Md.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg., Kansas City 11, Kans.
Phone: Dr. 7250
ABP—ANPA—APA—PPA

President & Acct. Exec.....Merritt Owens
Vice-President Acct. Exec.....R. Grant Neds
Production Mgr.....Bernard L. Wardlow
Acct. Exec.....Willard G. Saunders
Copywriter .....Gloria Stults
Art. Dir.....Bernard L. Wardlow

Radio Accounts: Feld Chevrolet Company, Inter-State Moving & Stor. Co., Meyer Sanitary Milk Co., Nourse Oil Company, Sun-Ra Frozen Foods, Inc., Joe M. O'ffill Motor Co., Davidson Brothers Motor Co.

PACIFIC ADV. STAFF

1624 Franklin St., Oakland 12, Calif.
Phone: TEmplebar 2-2885
ABP—APA

Partners.....Helen A. Kennedy, Carl W. Sickler
Assoc.....Harvey C. Scott
Prod. Mgr.....Walter Utterback

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.
Phone: ELiot 1401
ANPA—AAAA—NOAB—CAN

President.....Wm. H. Horsley
V.-P., Radio-TV Dir.....Trevor Evans
Secretary, Copy Chief.....H. O. Stone
Radio Time Buyer.....G. M. Nyman

Branch Office

715 Cascade Bldg., Portland 4, Ore.
V.-P. & Mgr.....Milton Foland

Radio Accounts: Fisher Flouring Mills Co., Washington Co-Op Farmers Assn., Lang & Co., Washington State Fruit Commission, Cowman & Campbell Co., William O. McKay Co.

TV Accounts: Fisher Flouring Mills Co., Montag, Seattle-First National Bank, Pa-

cific Lincoln Mercury Co., William O. McKay Co., Pacific Nat. Advg. Agency, Imperial Candy Co., Federal Old Line Insurance Co.

PEARSON ADV. AGENCY, INC.

50 E. 42 St., New York 17, N. Y.
Phone: VAnderbilt 6-0029
PPA

Pres-Treas.....C. H. Pearson
Copy Chief, Editor.....W. R. Barker
Radio Director.....B. J. Lanza

Radio Accounts: Manufacturers Trust Co. (Banking), New York; Cooper Razor Blade Co. (Razor blades), Brooklyn; National Home Owners Assoc., New York, N. Y.

PECK ADV. AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-0900
ABP—ANPA—APA—NOAB—PPA

Chairman of the Board.....Harry Peck
President .....Harry Krawit
Vice-President.....Norman A. Mack
Dir. of Radio-TV.....Arthur J. Daly

Radio Accounts: I. J. Fox (Furs), New York; Howard Clothes (Men's & Boys' Furnishings), Brooklyn; Old Dutch Coffee (Coffee); Charles of the Ritz (Cosmetics, Premier Foods (Food Products), New York, N. Y.

TV Accounts: Howard Clothes (Men's & Boys' Furnishings), Brooklyn; Old Dutch Coffee (Coffee), Charles of the Ritz (Cosmetics), Premier Foods (Food Products), New York, N. Y.

PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 5-1500
AAAA—ABC—ABP—ANPA—APA—
BMB—NOAB—PPA—SNPA

President.....Thomas L. L. Ryan
Vice-Presidents.....G. Douglas Morris, T. C. Fisher, Donald R. Shaw, Jack Skolnik
Secretary.....H. C. Sutherland
Media Director.....T. C. Fisher
Time Buyer.....William G. White
Director of Radio-TV....Wilfred S. Roberts
Program Supervisor.....Elizabeth C. Shay

Radio Accounts: Procter and Gamble (Camay Beauty Shop), Cincinnati, O.; Northeast Airlines (Air Transportation), Boston, Mass.; La Primadora Cigar Corp. (Cigars), New York, N. Y.

TV Accounts: La Primadora Cigar Corp. (Cigars), New York, N. Y.

THE PHILLIPS COMPANY

604 First National Bldg., San Diego 1, Calif.
Phone: Franklin 2122
TAAN

Partner.....William L. Phillips
Partner.....Charles C. Ramsey
Acct. Exec.....Fred J. Volz
Time Buyer.....Robert F. Lewis
Radio Director.....Bill Mesmer

Radio Accounts: Walt Tufford DeSoto-Plymouth (DeSoto - Plymouth Automobiles), Davidson Furniture Co. (Retail Furniture), Home Federal Savings & Loan (Savings & Loan), Dennstedt Electro Mart (Electrical Appliances), Tufford TV (Television), First National Bank (Trust & Savings), Dr. G. W. Raichart (Dentist), San Diego, Calif.

TV Accounts: Davidson Furniture Co., Tufford TV, Walt DeSoto-Plymouth, Valle's Restaurant, San Diego, Calif.

CASPER PINSKER, INC.

150 Nassau St., New York 7, N. Y.
Phone: BEekman 3-8680
ANPA

President .....Casper Pinsker
Vice-President.....Thomas J. McElroy
Secretary-Treasurer.....Casper Pinsker, Jr.
Director of Radio.....Jules M. Labert
Asst. Radio Director....Robert Kirschbaum

Radio Accounts: Fifth Ave. Merchandise Mart (Vest Pocket Adding Machine), New York; Albern Sales Co. (Novelties), Long Island City; Associated Nutrition Products ("Protam" Reducing Formula), Christian Herald (Books), Champion Implement Co. (Electric Spray Gun), Fillum Fun, Inc. (Toys), New York, N. Y.; Grayson Farms (California-grown Dates), La Quinta, Calif.; Harbert Company (Toys), Novel Manufacturing Co. (Toys), Scope Sales Co. (Sewing Accessories), Seven Sirens Press (Books), New York; Dale Shears' School of Music (Dale Shears' Piano Course), Struthers, O.; Simon & Schuster (Books), Superior Agencies (American Progressive Health Insurance Company), Tex Smith, Harmonica Man (Harmonica Course), New York, N. Y.

PITLUK ADVERTISING

2200 Alamo National Bank Bldg.
San Antonio 5, Texas
Phone: GArfield 7268
ABP—ANPA—PPA
SNPA—NOAB—APA—TAAN

Partner, Space Buyer.....Jack N. Pitluk
Radio Director.....Bob Holleron
Copy Chief, Sales Mgr....Jack N. Pitluk, Jr.
Radio Time Buyer.....Sam Riklin

PORTER & ASSOCIATES

430 S. Western Ave., Los Angeles 5, Calif.
Phone: DUnkirk 8-2972

Partner-Owner, Time Buyer & Adv. Sales Mgr.....Irwin T. Porter
Partner-Owner, Radio Dir. & Time Buyer.....Gertrude T. Porter
Copy Chief.....Jean Norab

R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Rd., Kansas City 8, Mo.
Phone: Victor 2530
ANPA—APA—NOAB—PPA

President.....R. J. Potts
Vice-Presidents.....J. B. Woodbury, C. C. Tucker, E. A. Warner, C. L. Robinson
Secretary-Treasury.....C. C. McMillan
Radio & TV Director.....William J. Brewer
Publicity Director.....James McQueeny

POTTS-TURNBULL CO., INC.

912 Baltimore Ave., Kansas City 6, Mo.
Phone: Victor 9400
ANPA—APA—PPA—NOAB

President.....W. J. Krebs
V.-P.-Production Mgr.....D. E. Dexter
Secretary.....W. B. Stone
Treasurer.....C. J. Effie
V.-P. & Radio Dir.....N. P. Rowe

PRATER ADV. AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.
Phone: GArfield 6490
ABP—ANPA—APA—SNPA

President & Treas.....George L. Prater
Vice-President.....M. T. Prater
Secretary.....Mary E. Johnson
Art Dir.....Walter Miller

Radio Accounts: Claussner Hosiery Co., Falls City Brewing Co., Inc., Merit Clothing Co., Moniteau Mills.

PROGRESSIVE RADIO ADVERTISING CO.

260 E. 161 St., New York 51, N. Y.
Phone: MElrose 5-5522

Director.....Lido Belli
Time Buyer.....Catherine Termini

Radio Accounts: Adam Hats, Bendix Washing Machine, Florsheim Shoes, Buitoni Prods., White Sewing Machine, William Oil-O-Matic Oil Burners, Chrysler Corporation, Carter's Little Liver Pills, Conti Products, Consolidated Edison Co. of N. Y., De Nobili Cigar Co., Ford Motors, Flotill Products, Gambarelli & Davitto, Inc., General Electric, General Motors, Johnson & Johnson, Kelvinator Refrigerators, Manufacturers Trust Co., Pepsi Cola, Philco Refrigerators and Radio, Pinex, Southern Cotton Oil Co., United Security Associated Warehouses Assn., White Labs. Inc., Planters Edible Oil Co., Procter & Gamble, Public National Bank & Trust Co., RCA Victor, Perugina, Inc., Quiet May Oil Burner Co., S. A. Shonbrunn (Medaglia d'Oro Coffee); Warren Norge Co., Wrigley Chewing Gum, Superfilm Distributing Corp., St. Joseph's Aspirin, Atlantic Macaroni, Co., Inc., Florence Gas Range, Frank (Chicory & Spices), Hi-Jump Fruit Co. of California; Maytag Washing Machine, Ossola J. Co.; Pandora Cigar Co., Inc., RKO Theater, Paradise Wines; Cella Vineyards, Muntz TV, International Harvester Refrigerator, Starrett TV, Hallicrafter TV, Sonoma Grape Products, Etna Recording Co.

QUALITY PARK ADV. AGENCY

450 N. Syndicate St., St. Paul 4, Minn.
Phone: NE 7873
APA—PPA—ABP

President.....C. A. Ward
Vice-President.....R. J. Henderson
Art Director.....Charles Ernst
Pro. Mgr., Radio Time Byr.....D. J. Holstad
Gen. Mgr.....E. J. Petersen
Radio Dir. Chge. Research...J. H. Fischbein
Copy Chief.....John Reely

Radio Accounts: Dairy Fresh Creameries, Miss Morris Candies, Zip Co., Red Wagon Pop Corn, Kennedy Products, Hilltop Feeds.

RADIO ADVERTISING CORP. OF AMERICA

47 Audubon Ave., Jersey City 5, N. J.
Phone Bergen 4-2332

President.....Michael A. Fiore
V.-P. & Treas.....B. V. Fiore
Secretary.....Sol Chasnoff
Prod. Mgr. & Acct. Exec.....Paul Apello
Radio-TV Director.....Michael A. Fiore
Acct. Exec.....B. Wilman

Radio Accounts: China Clipper, Non-Sectarian Radio Church, Evangelistic Prophetic Testimony of Phila., Watchung Lake, Casino Beach & Pool, Freehold Raceways, Dover Race Track, Post Auto Exchange, Airport Motors, Alexander Beverages, D. Wolff & Co., Circle Motor Sales, South Beach Business Men's Assn., Village Business Men's Assn.

Television Accounts: Watchung Lake, Swimming & Bathing Resort.

THE L. W. RAMSEY ADV. AGENCY

111 E. Third St., Davenport, Iowa
Phone: 3-1889
NOAB—ANPA—PPA—APA—ABP

President & Secretary.....E. G. Naeckel
Service Director.....A. M. Walgren
Production Manager.....Esther Burmeister
Art Director.....P. Norton
Technical Consultant.....W. A. Giraldi

Branch Offices
6671 Sunset Blvd.
Hollywood 28, Calif.
Exec.-Vice-Pres.....W. W. Kennedy
230 N. Michigan Ave., Chicago, Ill.
Vice-President & Treas.....L. H. Copeland
Art Director.....E. J. McCabe
Buyer Radio Time.....D. L. Parsons
Production Manager.....Vito M. Volino

Radio Accounts: Blackhawk Brewing Co., Western Grocer Co., The Herman Nelson Corp., Illinois Commercial Men's Assn., Lite Soap Co., Michigan Mushroom Co.

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
Phone: 7-1179
ABP

President.....Wilbur W. Randall
Art Director.....Bernard S. Vinick
Prod. Mgr.....Muriel M. O'Connor
Radio-TV Dir.....Florence F. Grady

Radio Accounts: Bacon Bottling Co. (Carbonated Beverages), Hartford, Conn.; Crown Petroleum Corp. (Petroleum Products), Htfd., Conn., Spfd., Mass.; George E. Dewey Co. (Movers), Ellin & Levin (Furs), Hartford; Genton Clothes (Apparel), East Hartford; Harry Glotzer (Furs), Hara Decorators (Home Furnishings), Harry's Clothing Store (Men's Store), Hartford Gas Co. (Public Utility), Hartford; Hatry & Young (Electronics), Hoffman Wallpaper Co., Conn. & Mass.; Savitt Jewelers (Jewelry), Hartford; Schultz Beauty Salons, Conn. & Mass.; Tuckel's Radio & Appliances, Hartford; Wachtel's Dept. Store, Hartford, Conn.

TV Accounts: Crown Petroleum Corp., Hatry & Young, Conn. & Mass.

THE FRED M. RANDALL CO.

Book Tower, Detroit 26, Mich.
Phone: Cadillac 1-4662
ABP—ANPA—APA—PPA—ABC—NOAB

Pres. & Treas.....H. Ross Mack
Vice-Presidents..Hal. G. Trump, Ralph W. Sharp
Secy. & Copy Chief.....George B. Dow
Radio Dir.....R. D. Hughes
Space & Radio Time Buyer.....Charles E. Foerster
Art Director.....T. E. Eklund
Production Mgr.....George L. Husted
Account Executives...H. Ross Mack, Hal G. Trump, Ralph W. Sharp, R. D. Hughes, Charles Foerster, Lee E. Crooks, P. F. Droese

Radio Accounts: Booth Newspapers, Bronte Champagne & Wines Co., Inc.

RAYMOND ADV. AGENCY

11 Commerce St., Newark 2, N. J.
Phone: MA 2-6811
ANPA—PPA—ABP—APA

Owner.....Milton C. Tauder
Art Dir.....Gorman Loss
Production Mgr.....Margaret McDade
Publicity Dir.....Lillian Timoney
Research Dir.....Eleanore Lambeck

Radio Accounts: K. Kaufman & Co., Inc., Monroe Savings & Loan Assn., Teldisco, Inc., Union National Bank.

CHAS. DALLAS REACH CO., INC.

69 Washington St., Newark, N. J.
Phone Market 3-5100
AAAA—ABP—ANPA—APA—PPA

Pres. & Treasurer.....Chas. Dallas Reach
Ex. V.P.....Howard Sands
V.P. .....Francis R. Risley
Secretary .....Everett Sahrbeck
Asst. Treasurer.....Wm. F. Renz
Director of Media.....Jerome B. Harrison
Director of Research.....Edward Stover
Prod. Mgr.....Robert J. Burns
Traffic Mgr.....Emil Lotruglio
Director Radio & TV....Jerome B. Harrison
Time Buyer.....Rose Italia
Asst. .....Eleanor Leonard

Branch Office
46 W. 55 St., New York 19, N. Y.
Phone: CIrcle 5-4176
Director of Media.....Jerome B. Harrison

Radio Accounts: Dugan Brothers (Baked Goods), N. J. Bell Telephone, Newark, N. J.; L. E. Waterman (Fountain Pens), Koppers Co. (Coke Fuel), Curtiss-Wright Co. (Airplane), New York, N. Y.

TV Accounts: Koppers Co. (Coke Fuel), New York, N. Y.

KNOX REEVES ADVERTISING, INC.

600 First Nat'l.-Soo Line Bldg.,
Minneapolis 2, Minn.
Phone: Bridgeport 7701
AAAA—ABC—ABP—ANPA—APA
BMB—NOAB—PPA

President.....E. E. Sylvestre
Executive Vice-Pres.....Wayne Hunt
Vice-Presidents.....J. H. Sarles, Elizabeth B. Reeves, Helen A. Brown, R. W. Stafford, E. K. Pottle
Secretary-Treasurer.....C. L. Greenwood
Director of Media.....K. P. Torgeson
Space Buyer.....G. E. Anderson

Branch Office
625 Market St., San Francisco, Calif.
Exec.-in-charge.....H. R. Ohleyer

Radio Accounts: General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Sperry Flour Co., Art Instruction, Inc.

TV Accounts: Art Instruction, Inc., General Mills.

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-7440
ABP—ANPA—APA—NOAB—PPA

President .....Wallace Meyer
Treasurer.....C. A. Reincke
Secretary.....A. L. Reincke
Vice Presidents.....Gordon Taylor, C. C. Stevens, J. J. Finn
Director.....Frank M. Baker

Radio Accounts: Anderson Co. (ANCO Wiper Blades and Arms), Cary, Ind.; Chicago, Burlington & Quincy (Railroad travel), Sterling Insurance Co. (Insurance), American Technical Society (Books), Chicago, Ill.

TV Accounts: von Schrader Mfg. Co. (Powder-ene), Racine, Wisc.

THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.
Phone: Capital 7-7611
ANPA—PPA—ABP—AAAA

President & Treas.....Harry I. Reingold
Art Dir.....Harry Goodman
Production Mgr.....Francis R. O'Reilly
Asst. Prod. Mgr.....Robert Curley
Copy Chief.....Harry Dodsworth
Media Dir. & Radio Time Buyer
Thomas J. Rowen
Mgr. Outdoor Dept.....Burt C. Riley, Jr.

Radio Account: Hampdon Brewing Co.

EMIL REINHARDT ADV. AGENCY

1736 Franklin St., Oakland 12, Calif.
Phone: Templebar 2-2408
ABP—ANPA—APA

President.....Emil Reinhardt
Copy Chief.....Dave Lane
Space Buyer.....Eleanor Shea Moreira
Radio Manager.....Joseph Connor
Copywriter.....James Prindiville
Production Mgr.....Edward O'Mara
Radio Time Buyer.....Anna Ponti

Radio Accounts: Kilpatrick's Bakeries, Walter N. Boysen Co., Standard Beverages, Central Bank, San Francisco Brewing Co., Grocers Milk Co., Tuttle Cheese Co.

REISS ADVERTISING

221 W. 57 St., New York 19, N. Y.
Phone: PLaza 7-8030
ABP—ANPA—APA—CAN—PPA—SNPA

President.....Joseph Reiss
Vice President.....Harold Reiss
Sec.-Treasurer.....B. M. Reiss
Comptroller & Office Mgr...John T. Cisneros
Account Executives..Leonard M. Heine, Jr., Lester Loeb, Stanley Sussman, Elizabeth Taubin, Richard Weiss, Rose Yergin

Radio Accounts: Decorative Cabinet Corp. (E-Z-Do Closets and accessories), Kearney, N. J.; Lafayette-Concord Radio (Radio & TV), S. Klein (Retail Apparel), McCrory Stores, New York, N. Y.; Princess House Closets (Closets & accessories), Newark, N. J.; Rand Rubber (Rubber products), Brooklyn, N. Y.

TV Accounts: Lionel Corp. (Electric Trains), New York, N. Y.; Decorative Cabinet Corp. (E-Z-Do Closets & accessories), Kearney; Princess House Closets (Closets & accessories), Newark, N. J.

E. W. REYNOLDS LIMITED

145 Yonge St., Toronto 1, Ont., Canada
Phone: WAverley 6157
ABC

President.....Edward W. Reynolds
Secy. & Treas.....Fred Banks
Art Dept.....Garth Harber
Production Mgr.....John L. R. Russell
Copy Chief.....N. Stuart Walton
Radio Department.....Shirley Oakes
Space Buyer.....Helen Anderson
Press Relations.....John J. Callan
Account Executives....C. Warren Reynolds, H. D. R. Newby, H. A. Davis, David G. Kilner

Branch Office
Room 409, 1405 Pearl St., Montreal, Quebec
Phone: LAncaster 3745

Exec.-in-charge.....Allan S. Morrison

Radio Accounts: Mutual Benefit Health & Accident Assoc., Lantigen Laboratories, Ltd. (Lantigen "E" "g" "B" "C"), Ontario Honey Producers Co-Operative Ltd., Toronto; The T. Sisman Shoe Co. (Scampers, Tredders, Thoro-Bilts), Aurora; The Coffield Washer Co. Ltd. (Washers), Hamilton, Ont.; T. S. Simms & Co. Ltd. (Brushes), St. John N. B.; Benjamin Moore & Co. Ltd. (Paints), J. H. Stafford Industries, Ontario Beekeepers' Council, Toronto, Ont.; D. F. Morgan Ltd. (Morgan Hats), Montreal, P. Q.; Belmont Park, Cartierville.

R. C. RIBEL ADV. AGENCY

151 S. 5th St., Louisville 2, Ky.
Phone WAbash 6039-30

Owner.....R. C. Riebel
Production Mgr.....Walter W. Werle
Radio-TV Dir.....Sally V. Woleven

Radio Accounts: Bank of Louisville, Burdorff Furniture Co., Cooke Chevrolet Co., Cooke Pontiac Co., Commonwealth Life Insurance Co., Howel Furniture Co., Liberty National Bank & Trust Co., Monarch Auto Co., Hurry-Up-Broadway.

FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-6383
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

President.....Fletcher D. Richards
Vice-Pres.....Eugene I. Harrington
Vice-Pres.....Bradley A. Walker
Secy.-Treas.....Duane W. Beurmann
Vice-Pres. & Media Dir.....E. A. Elliot
Vice-Presidents.....Herbert Baldwin, M. J. Casey, J. S. Davidson, Radcliffe Romeyn, Trell Yocum
Art Dir.....John Sidebotham
Copy Chief.....John William
Motion Picture Dir.....Kenneth Young

V. P. in charge Radio & TV
John S. Davidson
Radio & TV Program Director...Tom Hicks
Time Buyer.....George Pamental
Radio & TV Copy.....S. J. Frolick
Radio Writer.....Kenneth Derby

Branch Offices
Lincoln Tower, 75 E. Wacker Drive
Chicago 1, Ill.
Manager.....French L. Eason

HARRINGTON & RICHARDS: Division of F. D. Richards, Inc.
256 Sutter St., San Francisco, Calif.
Exec. in charge.....Eugene Harrington
5816 Wilshire Blvd., Los Angeles, Calif.
Exec. in charge.....Eugene Harrington

Radio Accounts: U. S. Rubber Co. (U. S. Royal Tires, Fisk Tires, U. S. Keds, U. S. Gaytees, Koylon Mattresses), Eastern Air Lines, Rockwood & So. (Rockwood Chocolate Products), Dixon Crucible Co. (Ticonderoga Pencils), Durham-Enders Razor Corp. (Enders Razor), Foremost Dairy Products), Berghoff Brewing (Berghoff Beer), U. S. Coast Guard.

TV Accounts: U. S. Rubber Co. (U. S. Royal Tires, U. S. Keds, U. S. Gaytees), Eastern Air Lines, Atlanta-New York; Berghoff Beer (Berghoff Beer), Durham-Enders (Enders Razor), New York-New Haven; Foremost Dairy (Foremost Ice Cream), New York, N. Y.

M. EVANS RICHMOND ADV. AGENCY

1518 Walnut St., Philadelphia 2, Pa.
Phone: PE 5-2234
ABP
Pres. & Radio Time Buyer.....M. Evans Richmond
Art. Dir.....Mathew Lynch
Production Mgr.....Claude Lathrop
Account Executive....Robert E. Hammond

Branch Office
230 Boylston St., Boston 16, Mass.
Exec.-in-charge.....Robert S. Richmond
Yucca Vine Bldg., Hollywood, Calif.
Exec.-in-charge.....Morey K. Reiss

LEE RINGER ADVERTISING

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DRexel 8131
AAAA—ABP—ANPA—APA—PPA
Owner .....Lee Ringer
Art Dir.....Richard Pennington
Production.....C. C. Wickstrom

JOHN H. RIORDAN CO.

605 Lucas Ave., Los Angeles 14, Calif.
Phone: Madison 6-2291
Owner.....John H. Riordan
Art Dir.....Elsie Beck
Space & Time Buyer.....Shirley A. Smith
Account Executives.....B. P. Lowry, F. C. McElligot, A. F. Banks

Radio Accounts: Calif. Flyers, Inc., Calif., Doyle Packing Co.

PHILIP RITTER CO., INC.

511 Fifth Ave., New York 17, N. Y.
Phone:MUrray Hill 7-6574
ANPA—PPA—AAAA—NOAB
Chairman & Treas.....Philip Ritter
Vice-President.....Walter J. McIndoe
Secretary.....Henry P. Bender

Radio Accounts: Bel Paese Sales Co., Ryan Sales Co.

RITTS ADVERTISING AGENCY

601-5 Gerke Bldg., Cincinnati 2, O.
Phone: DUnbar 0532
Owner .....Charles Rittenhouse

DAN RIVKIN AGENCY

1418 Walnut St., Phila. 2, Pa.
Phone: PE-5-5766
Owner .....Dan Rivkin

Radio Accounts: John Kohler (Clothing), Ismak Rug Mills, Ford Optical Co., Phila.; Royal Shoe Stores, Chester, Camden; Spiro's Apparel, Moskin Clothes, Berg Bros. (Clothing), Richards Clothes, I. Shubin & Son (Furniture), Phila., Wilmington.

ELWOOD J. ROBINSON ADV. AGENCY

634 So. Spring St., Los Angeles 14, Calif.
Phone: MUtual 6293
ABP—ANPA—APA—PPA
President.....Elwood J. Robinson
Vice-President.....Melvin A. Jensen
Secretary.....Eola E. Gass
Copy Chief.....B. E. Howard
Production Mgr.....T. H. Tomlin
Art Director.....Walton Titus
Media Dir-Time Buyer.....R. C. Neuman
801 Kohl Building, San Francisco, Calif.

Branch Office

Radio Accounts: Loma Linda Food Products (Ruskets, Oven-Cooked Wheat, and 25 other food products), Arlington; Pioneer Savings & Loan, Home Building & Loan Assn., Cinch Products, Inc. (Cake Mixes), Los Angeles; Pasadena Building & Loan Assn., Pasadena; California Fig Institute (Fig Industry), Fresno; California Federal (Savings & Loan), Western Federal S. & L. Assn., Los Angeles; Lorenz Broom & Mop Co. (Rubber Broom), Arlington, Calif.

TV Accounts: Pasadena Building & Loan Assn., Pasadena; Loma Linda Food Co., Arlington; Cinch Products, Inc., Home Building & Loan Assn., California Federal S. & I. Assn., Los Angeles, Calif.

ROCHE, WILLIAMS & CLEARY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: RAndolph 6-9760
ABC—ANPA—APA—NOAB—PPA

President.....J. P. Roche
Treasurer.....D. J. Kelly
Secretary.....M. F. Williamson
Vice-Presidents.....J. M. Cleary, S. Weston, Lloyd Maxwell, J. V. Gilmour, John Hayes Kelly, H. M. Collier
Radio-TV Program Director...Phil Stewart
Radio-TV Time Buyer.....N. J. Cavanaugh

Radio Accounts: Chicago, Milwaukee, St. Paul & Pacific R. R. (The Milwaukee Road), Chicago; Hardware Mutual Casualty Co., Stevens Point, Wis.; John Puhl Products (Fleecy White Bleach, Little Boy Blue Blueing), Revere Camera Co. (Revere cameras & projector), National Trailways Bus System, Inc., Stewart & Ashby Coffee Co. (Stewarts Coffee), Chicago; The Studebaker Corp., South Bend, Ind.

TV Accounts: Stewart & Ashby Coffee Co., Chicago; The Studebaker Corp., South Bend, Ind.

ROCK ADVERTISING AGENCY

1165 Broadway, New York 1, N. Y.
Phone MUrray Hill 9-3850
ABP

Owner-Copy.....Allan Rock
Art Director.....Jo Bologna
Space Buyer.....Sally Winston
Radio Manager.....Irwin Winehouse
Account Exec.....Michael Clarke

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.
Phone: DEarborn 2-0020
ABP—ANPA—APA—PPA—SNPA

President.....Walter E. Smith
Exec. V.-P.....Ray H. Reynolds
Vice-President.....Howard N. Smith
Treasurer.....George C. Huppertz
Secretary.....Olive A. Kinloch
Art Dir.....H. A. Frahm
Account Executives.....Howard N. Smith, W. E. Smith, R. H. Reynolds, G. C. Huppertz, J. M. Wentsel

Branch Offices

Reserve Loan Life Bldg., Dallas 1, Tex.
President.....Walter E. Smith
Exec. V.-P. & Mgr.....Howard N. Smith
Public Relations Dir.....John Olds
Art Dir. (Dallas).....Marvin Krieger
Radio Dir.....Marie Callahan
Copy Chief.....M. Stewart

1004 Baltimore Ave., Kansas City 6, Mo.
President.....Walter E. Smith
Vice-President.....Howard N. Smith
Manager.....J. W. Coy

ROIZEN ADV. AGENCY, INC.

291 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 5975
ABP—PPA

President, Treas., Space & Time Buyer Manus Roizen
Vice-Presidents.....Samuel Sapowitch, Arthur H. Rich
Secretary.....Edith Roizen
Art Dir. & Production Mgr..C. John Ginther
Asst. Production Mgr.....Frank Landau
Personnel Dir. & Librarian...Mary A. Riley
Radio Dir., Time & Space Buyer David I. Levy
TV Time Buyer.....Arthur H. Rich

Radio Accounts: Buffalo House Wrecking Co. (Building materials), Music House (Record and Musical Instrument stores), Pfeiffer's Food Products, Inc. (Salad dressings), Rich Ice Cream Co., Sattler's (Department Store), 20th Century Theatre, Buffalo, N. Y.

TV Accounts: Sattler's, Rich Ice Cream Co., Buffalo, N. Y.

RONALDS ADV. AGENCY, LTD.

1440 St. Catherine St. W., Montreal, Can.
Phone: Plateau 4803
AAAA—ABC—ANPA—BMB—CAN
NAAN—PPA

President.....Russell C. Ronalds
Vice-President.....F. deB. Walker
Vice-President (Toronto).....R. J. Avery
Treasurer.....Angus Ahern
Radio Director.....Frank Starr
Asst. to Radio Director.....S. B. Hayward

Branch Office

137 Wellington St. W., Toronto, Can.
Vice-President & Radio Dir.....R. J. Avery
Asst. to Radio Director.....D. R. Loney

Radio Accounts: Dominion Government (Army, Canada Savings Bonds), Ottawa; Canadian Industries Ltd. (Agricultural Chemicals Div., Paint & Varnish Division), Montreal Shoe Stores (Footwear), Canada Packers Ltd. (Meats), Bovril (Canada) Ltd. (Bovril), Canadian Arena Co., Bristol Myers, Tintex, Montreal; L. K. Liggett Co. Ltd., United Rexall Drug Co. Ltd., Niagara Finance Co. Ltd., Trans-Canada Credit Corp., Toronto.

CHARLES EDSON ROSE CO.

100 East Chicago Ave., Chicago 11, Ill.
Phone: Superior 7-3486
ANPA—PPA—ABP—APA

Owner.....Charles E. Rose
Art Dir.....L. E. Manning
Space & Radio Time Buyers.William Perry, M. B. Cooper

Radio Accounts: Auto Accessory Co., Charms & Cain, H. C. Evans & Co., Lombardo Wine Co., Nu-Dell Mfg. Co., Winkenweder & Ladd, Inc.

WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, O.
Phone: TOwer 1-6171

Pres., Treas., Radio Dir. William Ganson Rose
Vice-Presidents.....Frank Pelton, L. C. Brown
Prod. Mgr.....Ina M. Peters

Branch Office
3719 Reading Rd., Cincinnati 29, O.
Manager.....L. C. Brown

Radio Accounts: Bailey Co., W. B. Burke & Co., Cleveland Foundation, Higbee Co., Mass. Mutual Life Insurance Co., Public Square Relations.

ROSE-MARTIN, INC.

21 W. 46 St., New York 19, N. Y.
Phone: LUxemburg 2-3550
ABP—ANPA—PPA—APA

President.....Irl W. Rose
Secretary-Treasurer.....John B. Martin
Vice-President.....Vaughn G. Hannington
Media Director.....G. M. Rundbaken
Production Manager.....John A. Boulle
Art Director.....Andrew K. Nelsen
Comptroller.....H. J. Carmichael
Account Executive.....Irl W. Rose 2nd

Radio Accounts: Public National Bank & Trust Co. of New York.

IRVING ROSEN ADVERTISING

230 Fifth Ave., New York 1, N. Y.
Phone LOngacre 3-0471

Owner, Space & Radio Time Buyer Irving Rosen
Production Mgr.....E. Wayne

Radio Accounts: Style-Rite Footwear Corp., The Wenley Co.

ARTHUR ROSENBERG CO., INC.

570 7th Ave., New York 18, N. Y.
Phone: CHickering 4-4420
ABP—ANPA—NOAB—PPA

President.....Samuel Rubenstein
Vice-Pres.....Wm. H. Saul
Secretary.....Harold Chartow
Treasurer.....A. A. Rosenberg
Prod. Mgr.....John La Barbera
Media & Res. Dir.....Sam Haven
Copy & Plans.....H. B. Sadler, Joseph Ellner

Radio Accounts: Gleam Shampoo, Myer 1890 Beverages, Miner's Inc.

TV Accounts: Monarch-Saphin (Retail Store), New York

A. JAMES ROUSE CO.

521 N. LaCienega Blvd.,
Los Angeles 36, Calif.
Phone: BRadshaw 2-5608
ABP—APA

Owner .....Art Rouse
Art Director.....John Fish
Acct. Exec., Production Mgr., Radio-TV Dir. Bert Feinberg
Space, Time Buyer.....Eleanor Dorfman, Anne Flynn, Art Rouse

Radio Accounts: Original Barbecue, Culver of Calif., Harold's, Pensick & Gordon, Inc. (Toys), Los Angeles.

TV Accounts: Harold's, Pensick & Gordon, (Toys), Los Angeles.

CHARLES L. RUMRILL & CO., INC.

339 East Ave., Rochester 7, N. Y.
Phone: BAker 4340
AAAA—ABP—PPA—ANPA

President.....C. L. Rumrill
Vice-Presidents.....S. H. Weinstein, G. M. Prince, H. R. Hanson
Secy.-Treasurer.....G. G. Wallington
Prod. Mgr.....H. H. Thompson, Jr.

Radio Accounts: Gold Tone Studios, The Pleasant Valley Wine Co., Brighton Place Dairy.

LOWE RUNKLE CO.

1365 First National Bldg.,
Oklahoma City 2, Okla.
Phone: 3-5439
AAAA—TBP—APA—PPA—SNPA

President.....Lowe Runkle
Vice-Pres.....Roger Pishny
Secretary.....Irene Gammel
Production Mgr.....Lois Rea
Art Director.....Elinar Lundquist
Account Execs.....Harold Kranz, Roger Pishny, Lowe Runkle
Dir. of Radio &TV.....Howard Neumann

Radio Accounts: Arkansas City Flour Mills (Flour), Arkansas City, Kan.; Cain's Coffee Co. (Coffee, Tea, Spice), Dulaneys (Appliances Distributor), Local Federal S & L Ass'n., Liberty National Bank, Merit Bills, Inc. (Feed), Oklahoma Operating Co. (Laundry Group), Oklahoma City.

TV Accounts: Dulaneys (Appliances Distributor), Oklahoma Operating Co. (Laundry Group), Oklahoma City.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 6-6400
AAAA—ANPA—PPA—NOAB—APA

Chairman of Board.....F. B. Ryan
President.....F. B. Ryan, Jr.
Sr. Vice-Pres. & Treas.....Cal. J. McCarthy
Exec. Vice-Pres.....E. J. Grady
Media Dir.....J. L. Ames

Radio Department

V.P. Dir. of Radio-TV...Willson M. Tuttle
Head Talent & Time Buyer.Thomas G. Slater
Mgr. TV Dept.....Grant Y. Flynn
Production Mgr.....John G. Cole
Script Editor.....Sidney Slon

Business Mgr., Ass't Time Buyer
Bernard Rasmussen
Senior Director.....Robert S. Steel
Casting Dir.....Katherine McMahon
Publicity Director.....Bernard Zwirn
Canadian Coordinator.....Louis deMilhau

Radio Continuity

Head of Radio-TV Commercials Dept.
Reggie Morgan
Asst. Head.....Bill Russell

Branch Offices

360 No. Michigan Ave., Chicago 1, Ill.
Exec. Vice-Pres. & Western Mgr.
Paul E. Watson
Chicago Manager.....William P. Littell
Media Manager.....Albert R. Callies
Director of Radio.....R. W. Metzger
Chg. of Radio Production....N. E. Heyne
Bus. Mgr. & Time Buyer....Holly Shivley
Charge of Television.....Fran Harris
Charge of Commercials.....Irene Small
Producer.....Warren Johnson

7430 Eecond Blvd., Detroit 2, Mich.
Vice-Pres. & Manager.....Tod Reed

812 Oliver St., St. Louis 1, Mo.
Sr. Vice-Pres & Manager..Oscar A. Zahner

712 Main St., Houston 2, Texas
Manager.....H. Donald Hopton

1680 No. Vine St., Hollywood 28, Calif.
V.P. & Pacific Coast Mgr...John H. Weiser
Head of Radio Prod.....Glenn Middleton
Business Mgr. & Head of TV..Marvin Young
Mgr. of Media Dept.....R. K. Fredericks
Art Director.....Charles Williams
Production Mgr.....Donald Whittemore
Copy Director.....Fred Jones
Asst. Head of TV.....Stewart Garner
Account Executives.....Charles Bowes, William Howard, Walter Neill, Arthur Trask.

235 Montgomery St., San Francisco 4, Calif.
Manager.....Herbert O. Nelson

1218 3rd Ave., Seattle 1, Wash.
Vice-Pres. & Manager.....F. G. Mullins

Carew Tower, Cincinnati 2, Ohio
Vice Pres. & Manager.....John L. Magro

80 Richmond St., W., Toronoto, Ont., Canada
Manager.....Gordon Ralston

Radio Accounts: Chrysler Corporation, Delaware, Lackawanna & Western Coal Co., Electric Auto-Lite Co., Gunther Brewery, Garrett & Co., Lever Brothers Co., Lever Brothers Ltd., H. C. Lytton Co., Griesedieck Bros. Brewery, Pep-sodent Co. of Canada, Wm. Wrigley Jr. Co., Bailey Schools, Savings Banks Assoc. of State of N. Y., Adler Company, Allen Edmonds Shoe Corp., Allied Florist Association, Binyon Optical Co., Kick-a-way Garments, Inc., Krey Packing Co., Martha Maid Mfg. Co., Thomas J. Lipton, Ltd., Mutual Insurance of Omaha.

LEWIS EDWIN RYAN

726 Jackson Place, N. L., Washington 6, D. C.
Phone: Re. 7606-7-8
AAAA—ABC—ABP—ANPA—NOAB
PPA—SNPA

Owner.....Lewis Edwin Ryan
Secretary.....Laura D. Baker
Gen. Mgr.....J. Robert Corry
Auditor.....Preston B. Coiner
Art. Dir.....William N. Clifford
Prod. Mgr.....David F. DeYoung
Copy Chief.....Harry A. Lyles
Rad. Dir.....Gordon Manchester
Account Executives.....J. Robert Corry, Robert Ames, John F. Hardie, Wm. Green, Gordon Manchester, Wm. R. Doores
Director-Radio & TV..Gordon Manchester
Continuity Chief.....Bette Murphy
Time Buyer.....Laura D. Baker

BEN SACKHEIM, INC.

2 W. 59 St., New York 19, N. Y.
Phone: PLaza 9-5141
ANPA—PPA—APA—ABP—NOAB

President .....Ben Sackheim
Vice-Pres.....Lloyd G. Whitebrook
Secretary.....M. A. Aldridge
Treasurer.....Leonard H. Spring
Prod. Mgr.....Hugh A. Gigante
Media Dir. & Time Buyer.Leonard H. Spring
Publicity Dir.....Bette Benfield
Research Dir.....Sylvia M. Sackheim
Art Dir.....Arthur Singer
Fashion Prom. Dir.....Ruth Hammer
Copy Chief.....Anne Green

Radio Accounts: Peter Pan Foundations, Inc. (Brassieres), Miss Swank, Inc. (Slips & Pajamas), N. Y. State Democratic Committee, New York; The Autoyre Co. (Kitchen & Bathroom accessories), Oakville, Conn.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 5-1180
ABP—ANPA—PPA—ABC

President.....Maubert St. Georges
Exec. V.P., Radio Dir...Stanley J. Keyes, Jr.
Treasurer.....John H. Vesely
Vice-Pres.-Art Director..Alfred A. Anthony
Production Manager.....William Korcak
Media Dir.....James J. Freeman
Publicity Director.....John C. Gourlie

Branch Offices

Post Road, Stamford, Conn.
Manager .....Carl Speirs

2112 N. Charles St., Baltimore 18, Md.
Manager .....Arthur Booth

Radio Accounts: Benj. Moore & Co. (Paints), N. Y.; Bisceglia Bros. Wines, Fresno, Calif.; New Haven R. R., New Haven, Conn.

TV Accounts: Revere Copper and Brass (Revere Ware).

SALESVERTISING ASSOCIATES, INC.

Board of Trade Bldg., Chicago 4, Ill.
Phone: WAbash 2-6245

President .....Douglass Doolittle
Treasurer .....G. Xenos
Secy.....G. S. Doolittle

RICHARD SALINGER, ADV.

99 Chauncy St., Boston 11, Mass.
Phone: Li. 2-5332

President.....Richard Salinger
Radio-TV Director.....Irving I. Sacks

Radio Accounts: Kussell Furs, Lehrburger & Asher (Furs), Lepie's, Inc. (Fabrics, materials), Renmore, Inc. (Ladies apparel), Stasey-Moore (Furs), Touraine Stores (Women's specialty), Kay Jewelry, Co. Chieftain Pontiac Corp., Boston, Mass.

TV Accounts: Lehrbuger & Asher (Furs), Boston, Mass.

SALOW & RIEDL

82 Lexington Ave., Passaic, N. J.
Phone: GRegory 3-1414
ABP—ANPA

Art Director.....Geo. Riedl
Copy Chief.....Florian Raymond
Media & Radio Time.....N. Harvey Salow
Research ..... Lynn Murray
Acct. Execs.....H. H. Salow, S. Robert Freede,
Production Chief.....Al Latini

Radio Accounts: Arrow Elec. Corp. (Major Appliances), Passaic; Berman, Charles (Floor Coverings), Patterson; La Perla (Spagetti), Passaic, Brogan-Cadillac (Cadillac-Olds), Franklin Tr. Co. (Bank), Paterson, N. J.

FRANK B. SAWDON, INC.

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 5-2516

President & Treas.....Frank B. Sawdon
Vice-Pres.-Radio Dir.....Jerry Bess
Secretary .....Victor Sawdon
Account Executives.....Frank B. Sawdon, Jerry Bess

Branch Office
737 North Michigan Ave., Chicago 1, Ill.
Phone: Superior 7-8121

Office Manager.....Marty Hogan

Radio Accounts: Robert Hall Clothes, Inc., Abelson's, Inc., North Jersey Broadcasting Co., Inc., Universal Motors, Inc.

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
Phone: Market 2-0480
ANPA—APA—PPA

President .....Julius Scheck
V. P. & Treas.....Morris Scheck
Art Dir.....Ernest D. Barnham
Prod. Mgr.....Louis E. Arrants
Copy Chief.....Carlton Smith
Space Buyer.....Frank M. Craumer
Radio Dir.....E. Grant Scheck
Account Executives...William H. Andrews, E. Grant Scheck, Morris Scheck, Julius Scheck

Radio Accounts: Barclay Tissue Corp. (Petal Soft Toilet Tissue), Brooklyn, N. Y.; Charms Co. (Charms Candy), Asbury Park, N. J.; Fischer Baking Co. (Baked Goods), Newark, N. J.; Phila. Dairy Products Co. (Ice Cream), Philadelphia, Pa.; Reddi-Wip Corp. of N. J. (Reddi-Wip topping), Harrison, N. J.; Rex Vacuum Stores (Vacuum Cleaners), Jamaica, N. Y.

TV Accounts: Fischer Baking Co. (Baked Goods), Newark, N. J.

HUGO SCHEIBNER, INC.

111 West 7th St., Los Angeles 14, Calif.
Phone: Michigan 6636
ABC

Pres.-Radio & TV Dir.....Hugo Scheibner
Vice-President, Copy Chief....Sidney Kahn
Media & Research.....Warren Stolaroff
A/C.....Rose Landau
A/C.....Rose Landau, Mary Stetten, Hugo Scheibner

SCHENKER COMPANY

2101 Wabansia Ave., W., Chicago 47, Ill.
Phone: ARmitage 1600

Pres., Media Dir., Space Buyer
Sydney R. Raike
Vice-Pres.....J. E. Schenker
Art Dir.....M. Rickabaugh
Radio Time Buyer.....C. D. Domin
Account Executives.....S. R. Raike, J. E. Schenker, C. D. Domin

SCHOLTS ADVERTISING SERVICE

1201 W. 4th St., Los Angeles 13, Calif.
Phone: MIchigan 2396

President.....Wm. G. Scholts
Director.....T. D. Scholts
Merchandising.....L. G. Myhro

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone: GAspee 1-4813-4-5
ABP—ANPA—APA—NOAB—PPA

Pres. & Treas.....Gordon Schonfarber
Vice-President.....Russell C. Edwards
Secretary.....Amanda C. J. Olsson
Radio & TV Director.....Claire R. Grenier
Account Executive.....Gordon Schonfarber

Radio Accounts: California Artificial Flower Co. (Artificial Flowers), Colonial Laundries (Laundry - Cleaning - Storage), Gladding's, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Provi-

dence; Otto Seidner, Inc. (Mayonnaise & Salad Products), Westerly; Tilden-Thurber, Inc. (Jewelers & Silversmiths), Providence, R. I.

TV Accounts: Kestenman Bros. Mfg. Co. (Watch Bands), Providence, R. I.

SCHWIMMER & SCOTT, INC.

75 E. Wacker Drive, Chicago 1, Ill.
Phone: DEarborn 2-1815
AAAA—ABP—ANPA—PPA—APA

Pres. & Treas.....R. J. Scott
Vice-Pres.....W. Schwimmer
Copy Chief.....L. Krakover
Media Dir.....E. Vanderploeg
Art. Dir.....A. Thaler
Secretary .....H. Heilig
Acct. Execs.....E. Guy, C. H. Lillienfeld, Fred Vosse, Gene Colin, Robert Knapp, Frank Kerr, John Bridgwater, Earl Sproul, Holman Faust, R. A. L. Herweg
Radio Dir.....Earl Bronson

Radio Accounts: Chicago Stadium, Congress Cigar Co., Puritan Co. of America, Salerno-Megowen Biscuit Co., Shutter Candy Co., Walgreen Co., Hawthorn-Mellody Farms Dairy, Keeley Brewing Co., Dutch Mill Candy Co., National Tea Co. (Chicago, Ill.; Milwaukee, Wis.; Indianapollis, Ind.; Minneapolis, Minn.), Spiegel's, Inc., Chicago, Ill.; Helzberg's (Jewelers), Kansas City, Mo.; Coronet Magazine, Lehon Co. (Mulehide Roofing), Robt. McCormick, Jr. (Real Estate), London House Rest., F. & F. Laboratories (Cough Lozenges), Continental Soap Co. (Bubbulated Fazt), American Frigid Dough Co. (Frozen Foods), Cain's English Muffins, Goodman Bros. (Yarns), Nu-Enamel Corp., W. F. Straub Co. (Lake Shore Honey), Chicago; Nicolay-Dancey, Inc. (Nu-Era Potato Chips), Detroit, Mich.; Hixson Products Corp. (Pkg. Puddings, Fruits Flavored Drinks and Coffee), Chicago; Worcester Salt Co. (Ivory Salt), New York; Sanford Ink Co. (Inks & Adhesives), Bellwood, Ill.; Rapinwax Paper Co., St. Paul, Minn.

SCOTT'S AGENCY, INC.

11 Pemberton Sq., Boston 8, Mass.
Phone: CApitol 7-2425

Pres., Treas., Space Buyer, Radio Dir. & Buyer Radio Time
George L. Stingel
Secretary.....Edith M. Ripley

J. B. SEBRELL ADV. AGENCY

300 S. Los Angeles St., Los Angeles 13, Calif.
Phone: Madison 69397
ABP—APA

Owner & Director.....J. B. Sebrell
Art Director.....Gilbert Martinez
Copy Chief.....George Roosevelt
Media.....Peg Thomas
Publicity.....J. P. Barnes
Acct. Executives.....J. B. Sebrell, Geo. Roosevelt, Harry Page, Peg Thomas
Director.....James P. Barnes
Ass't.....Ayn McKechnie

Radio Accounts: D. P. Bushnell Importers (Binoculars), Pasadena & Los Angeles; Eject Donut Sales (Donut Makers), Children's Mart (Toys), Los Angeles.

TV Accounts: D. P. Bushnell Importers (Binoculars), Pasadena & Los Angeles; Eject Donut Sales (Donut Makers), Children's Mart (Toys), Los Angeles.

RUSSEL M. SEEDS CO., INC.

919 No. Michigan Ave., Chicago 11, Ill.
Phone: DElaware 7-1045
ANPA—APA—PPA

President .....Freeman Keyes
Exec. Vice President.....George Bayard
Vice-Presidents.....A. D. Keyes, Paul Richey, Harry M. Maus, H. B. Goldsmith, Jr., Hub Jackson
Treasurer.....Jack Harding
Secretary.....H. J. Jackson
Director of Res.....James Witherell
Art Director.....Jerry Bryant
Time Buyer.....Merle Myers
Space Buyer.....A. H. Bergsten
Media Dir.....H. B. Goldsmith, Jr.
Media Res.....Katherine Messick
Radio-TV Director.....Jack Simpson

Branch Offices

Lemcke Bldg., Indianapolis 4, Ind.
Phone: Market 1395
V.P. in Chg.....Paul Richey

1469 N. Vine St., Hollywood 28, Calif.
Phone: Hudson 2-1206
Manager.....Lionel C. Place

Empire State Bldg., 350 Fifth Ave.
New York City 1
Phone: LOngacre 3-2655
V.P. & Gen. Mgr.....H. B. Goldsmith, Sr.

Radio Accounts: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes, Wings Cigarettes, Tube Rose Snuff, Bugler Tobacco, Avalon Cigarettes), Louisville, Ky.; H. Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; Fitzpatrick Bros. (Kitchen Klenzer, Automatic Soap Flakes), Chicago, Ill.; House of Crane (Londonaire Pipes & Tobacco), Indianapolis; The Pinex Co. (Cough Syrup), Fort Wayne, Princeton Farms (Popcorn), Princeton, Ind.; The Procter & Gamble Co. (Tide), Cincinnati, O.; Reed Products Co. (Corbex), St. Louis, Mo.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.

TV Accounts: Princeton Farms (Popcorn), Princeton, Ind.; W. A. Sheaffer Pen Co. ("Touchdown Pens), Fort Madison, Iowa.

ROSCOE W. SEGAR ADV.

2125 N. E. 48th Ave., Portland 13, Ore.
Phone: TRinity 3445

Owner-Manager.....Roscoe W. Segar
Sec.-Treas., Radio Dir.....D. D. Segar
Radio Accounts: Spot: Geo. B. Wallace Co., Niklas & Son, Tualatin Valley Nurseries.

FREDERICK SEID ADV.

127 Montgomery St., San Francisco 4, Calif.
Phone: GArfield 1-0360
ABP—ANPA

Owner-Acct. Exec.....Frederick Seid
Radio Accounts: New Process Laundry & Dry Cleaning Co. (Laundry-Dry Cleaning), San Francisco, Calif.

SEWELL, THOMPSON & CLAIRE

852 Carondelet St., New Orleans, La.
Phone: Tu 2251
SNPA

President.....Granville Sewell
Art Director.....Francesca Fry
Production Mgr.....Ken Franz
Account Executives.....K. B. Thompson, Robert Caire
TV Accounts: Dixie Beer.

SHAFFER, BRENNAN, MARGULIS ADV. CO.

4 No. Eighth St., St. Louis 1, Mo.
Phone: MAin 2579
ANPA—APA—PPA

Partner-Space Buyer.....S. I. Rosenfeld
Partner-Space Buyer-Radio Dir.
Sam B. Margulis
Account Execs.....Sam B. Margulis, S. I. Rosenfeld, R. W. Bickelhaupt, Sidney Nehmen.

ED SHAPIRO ADVERTISING

Fox Bldg., Philadelphia 3, Pa.
Phone: LO 4-2877
ANPA—ABP

President .....Edward Shapiro
Vice-Presidents.....H. H. Shapiro, Leonard Goldsmith
Account Executive.....George Mallis
Secretary .....Martin Sacks
Media Dir.....R. Goddes

JOHN W. SHAW ADVERTISING, INC.

221 N. LaSalle St., Chicago 1, Ill.
Phone: DEarborn 2-5082
ANPA—APA—PPA

President & Treas.....John W. Shaw
Vice Presidents.....Wm. J. Wilmont, L. W. Scott
Secretary.....Augusta Young
Radio & TV Director.....Robert Zelens
Radio Accounts: Jacob E. Decker & Sons (Div. of Armour & Co.) (Meat), Mason City, Iowa; Drummond Packing Co. (Div. of Armour & Co.) (Meat), Eau Claire, Wis.; Chicago Laundry Owners Assn. (Laundry Service), Chicago, Ill.
TV Accounts: Standard Milling Co. (Family Flour), Chicago, Ill.

J. WILLIAM SHEETS

Central Bldg., Seattle 4, Wash.
Phone: Main 2442
ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets
Radio Accounts: Skinner & Eddy Corp.

SHELDON, QUICK & McELROY, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-1670
AAAA—ANPA—APA—NOAB—PPA

President.....John F. Quick
Vice Presidents.....L. C. McElroys, James Albert Wales
Treasurer.....John F. Quick
Secretary.....Agnes R. Volk
Time Space Buyer.....Catherine Wohlpart
TV Accounts: Habitant Soup Co. (Pea Soup, Vegetable Soup, Onion Soup), Manchester, N. H.

K. E. SHEPARD ADV. AGENCY

75 East Wacker Dr., Chicago 1, Ill.
Phone: ANdover 3-5966
ABP—APA

Owner.....Kenneth E. Shepard
Art Dir.....Richard L. Felden
Media Dir.....Frank E. McBride
Prod. Mgr.....B. Shepard
Research Dir.....Ben Homan
Radio Accounts: Wilson & Co., National Assn. of Homebuilders, Universal Records, Inc.

SHERMAN & MARQUETTE

919 North Michigan Ave., Chicago 44, Ill.
Phone: Delaware 7-8000
AAAA—ABC—ANPA—APA
NOAB—PPA

Partners.....Stuart Sherman, Arthur Marquette, Carl S. Brown
Radio Director.....Louis E. Tilden
TV Department.....L. D. Griffith
Branch Office
10 Rockefeller Plaza, New Yok 20, N. Y.
Phone: PLaza 7-6400
Eastern Mgr.....Carl S. Brown
Radio Accounts: The Quaker Oats Co., (Quaker Puffed Wheat & Puffed Rice, Pack-O-Ten, Pettijohns, Ful-O-Pep Feeds, Quaker Oats and Mother's Oats, Mother's Premium Oats), Chicago, Ill.; Oscar Mayer & Co. (Domestic Meats & Canned Meats), Madison, Wis.; Colgate-Palmolive-Peet Co. (Ajax Cleanser, Cashmere Bouquet Face Powder, Colgate Shave Creams, Colgate Talcum Powder, Colgate Tooth Powder, Cashmere

Bouquet Soap, Halo Shampoo), Jersey City, N. J.

TV Accounts: The Quaker Oats Co. (Quaker Oats & Mother's Oats), Chicago, Ill.; Colgate-Palmolive-Peet Co. (Ajax), Jersey City, N. J.

THE SIGNET CORP.

188 W. Randolph St., Chicago 1, Ill.
Phone: STate 2-2254

Pres., Treas., Space Buyer, Pub. Dir. Karl A. Kopetzky
V.-P., Prod. Mgr., Space Buyer Jacqueline J. Silver
Secy.....Samuel G. Rautbord

SIMMONDS & SIMMONDS, INC.

201 No. Wells St., Chicago 6, Ill.
Phone: ANdover 3-6645
ABP—ANPA—APA—PPA—NOAB

President.....Phil W. Tobias, Sr.
Asst. to Pres.....Phil W. Tobias, Jr.
Vice-Presidents.....Albert M. Wolf, James A. Grieg
Exec. Vice-Pres.....F. M. Simmonds, Jr.
Secy. & Treas.....Carmen Guyot
Art Dir.....Edward Zubbrick
Prod. Mgr.....Sheldon Wasserman
Radio Time Buyer.....Sherwin Tobias
Account Executives.....Phil W. Tobias, Jr., F. M. Simmonds, Jr., Russell Mullins, Albert M. Wolf, L. Dale, James A. Grieg, G. Croupier, Jr., Wilson

Branch Office
611 Olive St., St. Louis 1, Mo.

Vice-Pres. & Mgr.....Merle Fuller
Vice-Pres.....A. S. Gale
Asst. to V.-P.....Dorothy van Horn

Radio Accounts: Dr. LeGear Medicine Co., Security Mills, Inc., Haynes Milling Co., Jabes H. Gray Milling Co.

SIMON & GWYNN

624 Commerce Title Bldg., Memhis 3, Tenn.
Phone: 5-2404
SNPA—ANPA—APA—NOAB—ABP

Partners.....Milton Simon, H. N. Gwynn
Copy Chief.....W. B. Campbell
TV & Mdse Dir.....Ralph Bubis

Radio Accounts: American Snuff Co., Donald Furniture Co., The HumKo Co., Robilio & Cuneo (Ronco Foods).

SIMONS MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.
Phone: Woodward 3-3000
AAAA—ANPA—APA—PPA

President-Treas.....Leonard Simons
VP & Sec.....Laurence Michelson
Prod. Mgr.....Arthur H. Copland
Space Buyer.....C. Allison Belcher
Art Director.....Al Sielaff
Radio & TV Director, Time Buyer, Marian Sanders
Asst. Director.....Rudy Simons
Production Asst.....Helen Anderson

Radio Accounts: Burt's, Inc. (Jewelry), Cleveland Ohio; Campus Record Shop (Music), Phil Bloomgarden, Inc. (Chrysler Dealer), Colonial Dept. Store (Dept. Store), Cunningham's Drug Stores, Dossin's Food Products (Pepsi Cola), Detroit; Kaiser Frazer Dealers (Automotive), Jackson, Ann Arbor, Detroit; Koepplinger Bakery, Frazer Paint Co., Greenwald Jewelers, Marine Foods, Inc. (Pepe Herring), Marks Furs, Benj. Rich (Real Estate), Detroit, Muskegon, Mich.; The Schmidt Brewing Co. (Schmidt's Beer), Detroit, Mansfield, Ohio; Scotland Woolen Co., (Yard goods), Simmons and Clark (Jewelry), Taylors, Inc. (Automotive), Troy Laundry (Laundry), Velvet Peanut Products (Peanut Butter), Worth Clothes (Clothing Stores), City Foods (Orange Juice, etc.), Abner Wolf (Foods), Detroit Free Press (Newspaper), Benrus Watch Co. (Watches), Detroit, Mich.

TV Accounts: Benj. Rich (Real Estate), Dossin's Food Products, Cunningham's Drug Stores (Esquire Magazine, etc., Sport Magazine—many drug items), The Schmidt Brewing Co. (Schmidt's Beer), Velvet Peanue Products, Century Venetian Blind Co., Worth Clothes, Detroit, Mich.

R. C. SMITH & SON, LTD.

80 King St., W., Toronto, Ont.
Phone: EL 9396

Chairman.....R. C. Smith
President.....Adam F. Smith
Secretary.....M. A. Stoakley
Treasurer.....M. M. Marugg
Space Buyer.....M. E. Craven
Radio Director.....G. A. Phare
Account Execs.....G. H. Gislason, W. B. Fraser

W. J. SMITH CO.

Martin Brown Bldg., Louisville 2, Ky.
Phone: Jackson 2163
APA—SNPA—ANPA

Pres. & Treas.....W. J. Smith
V.-P. & Secy.....G. B. Smith
Art Dir.....F. J. Thomas
Prod. Mgr.....L. M. Fallon
Media Dir. & Copy Chief..Robert E. Jackson
Radio Dir.....I. M. Diebold
Space Buyer.....H. D. Peltier
Account Executives.....Robert E. Jackson, H. D. Peltier, W. J. Smith

Radio Accounts: Peerless Mfg. Co., Stratton & Terstegge Co., J. L. James, P. M. Shaughnessy.

SMITH-BULL & McCREERY, INC.

6642 Sunset Blvd., Hollywood 28, Calif.
Phone: HEmpstead 5671
ANPA

President.....Walter K. McCreery
Vice-President.....V. R. Dick Smith
Secy.-Treas. .....Frank Bull
Exec. Asst.....Earle Dumont
Radio-TV Dir.....Dick Gartow
Radio Time Buyer.....Georgina Small
Acct. Execs.....Charles B. Ganz, Richard Berggren, James Lester, Al Essig.
Radio-TV Dir. Prod.....Richard Garton
Copy Chief.....Richard Parker
Publicity .....Henry Konesky

Branch Offices
350 5th Ave., New York 1, N. Y.
Manager .....Mayfield Kaylor
522 Powell St., San Francisco, Cal.
Manager .....Robert Selby

Radio Accounts: Seaboard Finance Co., Pan Pacific Auditorium, J. E. Coberly, Inc., Marshall & Clampett, Western Harness Racing Assn., Ice Follies, Ice Capades.

TV Account: Pan Pacific Auditorium.

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.
Phone: ATlantic 1-9312
ABP—ANPA—APA—FAAG—PPA

President.....Ronald P. Taylor
Chairman of the Board..Robert M. Jenkins
Vice-President.....Lee M. Dillon
Radio & TV Director, Thomas J. MacWilliams
Script & Production.....Les Sterne
Art Director.....Phil Demme
Films.....L. Cook Thompson
Musical Director.....Al Marsico
Account Executives.....Vaughn King, Jules Petrencs, Robert Quaid

SON DE REGGER ADV. AGENCY,

1020 Locust St., Des Moines, Ia.
Phone: 3-3185
ANPA—APA—ABP

President.....Les Son De Regger
Vice-Pres.....O. D. McKasson, Jr.
Secretary .....G. Hupp
Treasurer.....N. H. Son De Regger
Art Dir.....D. D. Neal
Prod. Mgr.....Joseph Daniels
Acct. Execs.....Fred Carl, Gus Strauss.
TV Dir.....James Hill

Radio Accounts: National Soap & Refining Co., Grocers Wholesale Co.

SORENSEN & CO.

864 No. Michigan Ave., Chicago, Ill.
Phone: Delaware 7-5030
ABP—ANPA—PPA—NOAB

President.....Roy A. Sorensen
Art Dir.....W. D. MacCourt

Radio Accounts: Bowey's, Inc., J. P. Harding Restaurants, Old Heidelberg Corp.

C. JERRY SPAULDING, INC.

201 Commercial St., Worcester 8, Mass.
Phone: 3-4789

Pres. Treas. & Radio Time Buyer C. Jerry Spaulding
Secretary.....H. H. Hartwell
Art Director.....Harvey Ball
Prod. Mgr.....Robert F. Hayward
Acct. Exec.....Seth Martin

Radio Accounts: Bieber-Polar Corp. (Beverages), Matthew Mfg. Co. (Roller skates), Worcester, Mass.

SPITZ & WEBB ADV.

206 E. Genesee St., Syracuse 2, N. Y.
Phone: 2-7228
ABP—ANPA—APA

Account Executives.....William Spitz, Stephen M. Webb
Production Manager.....Eleanor Bellinger
Space Buyer.....Carol McCarthy

Radio Accounts: Grange Silo Co., Inc. (Grange Silos), Red Creek; Greenway's, Inc. (Panda Beer), Reynolds Motors, Inc. (Ford cars), Syracuse; Moses Bros. Inc. (Dairy and Poultry Feeds), Eaton; Best Ice Cream Co. (Ice Cream & Frozen Foods), Bieber-Isaacs Co. Inc. (Men's Clothing Manufacturers, C. E. Chappell & Sons, Inc. (Department Store), Nettleton Shops, Inc. (Men's Shoe Stores), Peoples' Ice Co. (Ice, Coal), Renee Packing Co., Inc. (Meat Products), Rusterholtz & Rossell, Inc. (Chrysler-Plymouth Dealer), Syracuse Glass Co. (Store Fronts, Mirrors, etc.), Syracuse, N. Y.

SPITZER & MILLS LIMITED

50 King St., W., Toronto 1, Ont., Canada
PLaza 2811
CAAA—CDNA—BBM—CAB—CWNA
PPAC—PAA—ABC

President.....C. F. Mills
Exec. Vice-Pres.....J. W. Spitzer
Sec. Treas. & Gen. Mgr.....W. H. Reid
Radio Dir. English (Toronto)..T. R. Hart
French Radio Director (Montreal) P. E. Corbeil

Branch Offices
1010 St. Catherine St. W., Montreal, Que.
Phone: HArbour 9147
Vice-Pres.....V. L. Hanna
675 West Hastings St., Vancouver, B. C.
Phone: PAcific 2102
Vice-Pres.....T. G. Vatcher

Radio Accounts: Bell Telephone Co. of Canada (Yellow Pages), Montreal, Que.; Can. Breweries, Ltd. (Brading's and British American Ales), Colgate-Palmolive-Peet Co., Ltd., Eagle-Lion Films of Can. Ltd., To-

ronto, Ont.; Fruitatives Products Ltd. (Fruitatives), Hull, Que.; General Bakeries Ltd., Montreal and Toronto; Jarmain's Ltd. (Dry cleaning), London, Ont.; Langley's Ltd. (Dry cleaning), Toronto, Ont.; Monarch Overall Mfg. Co. Ltd. (Work clothes, Babyalls, Playalls), Winnipeg, Man.; Pacific Meat Ltd., Vancouver, B. C.; The Quaker Oats Co. of Can. Ltd., Peterborough, Ont.; R.C.A. Victor Co. Ltd., Toni Division, Gillette Safety Razor (Can.) Ltd. (Home permanents, shampoos), Montreal, Que.

CHARLES N. STAHL ADV. AGENCY

542 S. Broadway, Los Angeles 13, Calif.
Phone: Madison 7844

Owner.....Charles N. Stahl
Radio Director.....Tom Cafferty
TV Director.....Charles N. Stahl
Time Buyer.....Kay Huldermann

Branch Office
208 Sheldon Bldg., San Francisco, Calif.
Phone: EXbrook 2-4713

Manager.....John J. Casey

Radio Accounts: Dr. Beauchamp Dental (All Branches of Dentistry), Offices of So. Calif., Model Furn. Co., Murphy Motors (New & Used Automobiles), Los Angeles; Kling Mfg. Co. (Baby Furniture, etc), Glendale; A. Reed Arch Shoe Co. (Shoes), Los Angeles; Chrysler-Plymouth Dealers (New & Used Cars—Service), Los Angeles, North Hollywood, Long Beach, Alhambra; Lighthouse Cafe, Santa Monica; Victor Chemical Co. of California (Chemical Products), Broadway-Spring Arcade Bldg., Yorktown Shirt Shop (Men's Clothing), Los Angeles, Calif.

TV Accounts: So. Calif. Dental Offices of Dr. Beauchamp (All Branches of Dentistry), Los Angeles; Chrysler-Plymouth Dealers) (New & Used Cars—Service), Los Angeles, North Hollywood, Long Beach, Alhambra; Murphy Motors (New & Used Automobiles), Los Angeles.

BARTON A. STEBBINS

1250 Wilshire Blvd., Los Angeles 14, Calif.
Phone: Trinity 8821
AAAA—ABP—ANPA—APA
BMB—NOAB

Owner.....Barton A. Stebbins
Acct. Execs.....Walter Jensen, Nat Jeffras
Time Buyer.....A. W. Gudelman
Radio Program Director..E. C. Bloodworth

Radio Accounts: Signal Oil Co., Los Angeles, Calif.

TV Accounts: Fortner & Perrin (Topper Pants-Skirt Hanger), La Corte Mfg. Co. (Custom Upholstering), L. A. Honey Co. (Bee Bonnett Honey), Pump-It Inc. (Catsup pump), Ready-to-Bake Foods (Borden's Biscuits), Mrs. Lee's Pies (Simple Simon Frozen Pies), Signal Oil Co., (Vogue Venetian Blinds), Los Angeles, Calif.

STERLING ADV. AGENCY, INC.

70 West 40th St., New York 18, N. Y.
Phone: LOngacre 5-4610
PPA

Chairman of Board.....S. M. Broun
President.....Joseph S. Edelman
Secretary.....William Forray
Treasurer.....Herbert Goldsmith
Radio-TV Director.....Myron L. Broun

FRED D. STEVENS CO.

14 Devereux St., Utica 2, N. Y.
Phone: 4-9339
NOAB—NAAN

Partners.....Fred D. Stevens, Gerald S. Stevens

Radio Accounts: Wicks & Greenman, Cornhill Bldg. & Loan Assn.

STOCKTON, WEST, BURKHART, INC.

1303 First National Bank, Cincinnati 2, O.
Phone: Dunbar 5600, 01, 02
AAAA—ABP—ANPA—BMB—NOAB

Pres. & Treas.....William Z. Burkhart
V. P. & Sec.....Ranald S. West
V. P.....Eric W. Stockton
V. P. & Art Dir.....C. Thomas Martin
Research Dir.....R. A. McDowell
Acct. Execs.....H. S. Lenz, L. C. Puchta, J. D. Nelson, Jr., E. P. Broome, E. W. Stockton, H. S. Robinson, II

Radio Accounts: Ohio Oil Co. (Gasoline & Oil), Findlay; Cin. Gas & Electric (Utilities), Gibson Wine Co. (Wine), Central Trust Co. (Banking Institution), U. S. Shoe Co. (Women's Shoes), Cincinnati, O.

TV Account:Ohio Oil Co. (Gasoline & Oil), Findlay, O.

STORM & KLEIN, INC.

50 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-4460
ANPA—PPA

President, Secretary.....Allston E. Storm
Executive Vice-President.....Edward Klein
V.-Pres. & Research Dir...Harry Chapperon
Time Buyer.....Arthur J. Klein
Art Director.....Frederick Widlicka

Radio Accounts: The Tintex Company, New York City (Tints and Dyes); Park & Tilford, New York City, (Perfumes and Cosmetics).

C. R. STOUT ADVERTISING

672 Penobscot Bldg., Detroit 26, Mich.
Phone: WOodward 2-7074

Owner .....C. R. Stout
Office Manager.....Dan Andrews
Art Director.....Rudolph K. Nauss

STRAUCHEN & McKIM

6 E. Fourth St., Cincinnati 2, O.
Phone: Main 1618
AAAA—ABC—APA—BMB—NOAB

Account Executives.....E. R. Strauchen, Gordon F. McKim
Radio & TV Director.....John G. Maupin
Assistant TV Director.....Charles Diebel
Radio Time Buyer.....Mary Taylor

Radio Accounts: Geo. Wiedemann Brewing Co. (Beer), Ohio, Indiana, Ky., West Va.; The Crosset Co. (Packaged vegetables), Geo. Beyers Sons (Automobile Agency), Four-Way Aluminum Co. (Home Furnishings), Cincinnati, O.

TV Accounts: Geo. Wiedemann Brewing Co. (Beer), Ohio, Indiana; Beyers Sons (Automobile Dealer), The Crosset Co. (Packaged Vegetables), Four-Way Aluminum Co. (Home Furnishings), Cincinnati, O.

DANIEL F. SULLIVAN CO.

216 Tremont St., Boston 16, Mass.
Phone: HAncock 6-7644
AAAA—ABP—ANPA—APA—NOAB

Radio & TV Dir.....Eugene F. Stafford

Radio Accounts: Carling's Red Cap Dist. (Beers & Ales), Chelsea Clocks (Clocks), Boston; Davis Bros. Fisheries Co. (Canned Fish), Gloucester; Eastern Mass. St. Ry. Co. (Bus service 74 cities), Gould Negative Ion Co. (Medications), Granada Wines, Inc. (Wines), Boston; Hamid-Morton Circus (Circus), Sarasota, Fla; Hampton Beach Casino (Resort), Hampton Beach, N. H.; Hickox Secretarial School (Education), Kaler, Carney, Liffer & Co. (Insurance), Maloney Motors, Inc. (Studebaker Dist.), Metro Dist. Inc. (Appliances), Nutters System (Truck Rentals), Boston; Plastex Co. (Floor Wax), Cambridge; Plasticlear Products, Inc. (Auto Polishes), Malden; Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Dryvit Auto Rental), Cambridge, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburg), Pine Point, Me.; Wilbur and Williams (Paint Products), Boston, Mass.

TV Accounts: R. S. Robie, Inc. (Auto Rentals), Cambridge; Granada Wines, Inc. (Wines), Boston; Revere Racing Assn. (Wonderland Greyhound Track), Revere, Mass.

SULLIVAN, STAUFFER, COLDWELL & BAYLES, INC.

437 5th Ave., New York 16, N. Y.
Phone: ORegon 9-2500
ANPA—PPA—NOAB—ABC

President.....Raymond F. Sullivan
Vice Presidents.....Donald D. Stauffer, Robert T. Colwell, S. Heagan Bayles, Lloyd W. Baillie
V. P. & Secy.....John J. Cohane
V. P. & Treas.....T. Newton Weatherby
V. P. & Radio Tel. Dir....Philip H. Cohen
Producers.....Richard R. Uhl, Thomas Vietor
V. P. & Copy Chief.....J. Clifford Dillon
V. P. & Media Dir.....Francis Minehan
V. P. & Merc. Dir.....Daniel J. O'Meara
Vice Pres.....A. K. Spencer
Vice Pres.....William M. Spire
V. P. & Research Dir.....Luther H. Wood
Head Art Dir.....Robert West
Production Mgr.....George Andrew
Controller.....M. Herbert King

Branch Office
6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: Gladstone 5048; Hillside 2119
V. P. Dir.....John J. VanNostrand

Radio Accounts: American Cigarette & Cigar Co., Lever Brothers Co., Noxzema Chemical Co., Smith Brothers Co., Whitehall Pharmacal Co.

SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland 15, O.
Phone: Main 7142
ANPA—PPA—NOAB—ABP—APA

Partners...John F. Sweeney, Frank G. James
Space Buyer.....T. M. Gregory

Radio Account: Network: Firestone Tire & Rubber Co.

J. D. TARCHER & CO., INC.

630 Fifth Ave., New York 20, N. Y.
AAAA—ABP—ANPA—APA
NOAB—PPA

Pres.....Jack D. Tarcher
Vice-Pres.....George R. Marck
Vice-Pres.....E. C. Ridley
Space Buyer.....W. W. Kirchert
Prod. Mgr.....Jay R. Wieder
Art Dir.....Dimitri Petrov
Copy Chief.....Ben F. Laitin
Research Dir.....Leonard Tarcher
Mgr. Radio-TV.....Bob Kelly
Acct. Execs.....Jack Tarcher, Geo. Marck, E. C. Ridley, Len. Tarcher

Radio Accounts: Benrus Watch Co., McKesson & Robbins, Seeman Bros.

TV Accounts: Benrus Watch Co., McKesson & Robbins, Seeman Bros.

SAMUEL TAUBMAN & CO.

1541 Sanson St., Philadelphia 2, Pa.
Phone: LOcust 4-0792
ANPA

Space Buyer.....S. Taubman
Radio Director.....M. Taylor
Copy Chief.....Raymond H. Love
Art Director.....B. Kistner

Radio Accounts: Feinstein Furniture Co., Harry Krouse, Inc.

TV Account: Harry Krouse, Inc.

J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 3-2000
AAAA—ANPA—ABP—PPA—NOAB—ABC

President .....Stanley Resor
Vice-Pres. in Charge of Radio & Tele
John U. Reber
Radio Tele Time Buyer.....Linnea Nelson
Radio Tele Talent Buyer...Virginia Spragle

Branch Offices

1549 North Vine St., Hollywood 28, Calif.
V.-P. Manager .....Cornell Jackson
410 N. Michigan Ave., Chicago 11, Ill.
Vice-President and Gen. Mgr.
Henry T. Stanton
Radio Director.....Harold R. Rorke
Radio Tele Time Buyer....E. R. Fitzgerald
320 Calif. St., San Francisco, Calif.
Manager .....Fred Fidler
Radio Time Buyer.....Frances Young
645 South Flower St., Los Angeles 36, Calif.
General Manager.....Robert B. Shirey
Radio Time Buyer.....Jane Hubert

Radio-TV Accounts: Atlantis Sales Corp., P. Ballantine & Sons, F. W. Boltz Corp., Elgin National Watch Co., Fanny Farmer Candy Shops, Ford Dealer Advertising Groups, Homestead Bakery, Indiana Bell Telephone, Johns-Manville Corp., Kraft Foods Co., Lamont-Corliss, Langendorf United Bakeries, Inc., Lever Brothers Co., Libby McNeill & Libby, Leo J. Meyberg Co., Northern Trust Co., Pan American World World Airways, Pharma-Craft Corp., Penick & Ford, Ltd., RCA Victor-Division of Radio Corporation of America, Safeway Stores, Inc., Shell Oil Company, Inc., Standard Brands Inc., Swift & Co., Thompson Products, Times, Mirror Co., Ward Baking Co., Washington State Apple Commission, J. B. Williams Co., Eastman-Kodak Co., Scott Paper Co., Wine Advisory Bd., General Cigar Corp. (White Owl).

TIMELY ASSOCIATES, INC.

70 E. 45 St., New York 17, N. Y.
Phone: MU 4-0286
ABP—APA

President.....Daniel R. Prosnit
Secy.-Treas.-Radio Dir....David J. Diamond

Radio Accounts: Progressive Life Ins. Co., Jacques Kreisler Mfg. Corp., Solon Palmer, Voco, Inc.

ALFRED F. TOKAR ADV.

850 Broad St., Newark 2, N. J.
Phone: Mitchell 2-2561
ANPA—PPA

Partner.....A. F. Tokar
Partner & Space Buyer.....M. E. Bach
Radio Dir. & Buyer Radio Time...N. Tokar

TRACY, KENT & CO., INC.

515 Madison Ave., New York 22, N. Y.
Phone: ELdor 5-4404
ABP—ANPA—APA—NOAB—PPA

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Pres.....Frank S. Kent
Vice Pres. & Art Dir.....Hugh F. Donnell
Treas. & Sec.....Geo. M. Pease
Asst. Treas. & Sec.....P. A. Baecker
Production Mgr.....C. R. Holmberg
Radio & TV Directors:
Programs.....A. S. Moss
Buying.....P. A. Baecker

Radio Accounts: The Taylor-Reed Corp. (Q-T Frosting), Glenbrook, Conn.; Teddy's, the House of Sea Food (Frozen Sea Food), New York, N. Y.; H. C. Brill Co., Inc. (Spaghetti Sauce, Spanish Rice), J. W. Beardsley Sons (Codfish), Newark, N. J.

TV Accounts: Celomat Corp (Vue-Scope Lens), Teddy's, the House of Sea Food (Frozen Sea Food), New York, N. Y.; The Taylor-Reed Corp (Q-T Frosting), Glenbrook, Conn.; Julian Freirich Co. (Meat Products), Long Island City, N. Y.

TRACY-LOCKE CO., INC.

1307 Pacific Ave., Dallas 1, Tex.
Phone: P7-8655
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—SNPA

President.....Raymond P. Locke
Exec. V. P.....Morris Hite
Vice-Presidents....Glenn G. Addington, Sr.,
Ernest S. Lovan, Clay W. Stephenson, Jr.
V. P., Secy-Treas.....John H. Wellenkamp
Radio Time Buyer.....Ernestine Parker

Radio Accounts: Mrs. Baird's Bakeries, Inc. (Bread), Dallas, Houston, Ft. Worth, Abilene; Borden Co. (Southern Div.) (Milk & Ice Cream), Burrus Mill & Elevator Co. (Flour), Dallas (home office); Imperial Sugar Co. (Sugar), Sugarland; Neuhoff Brothers, Packers (Meat, etc.), Dallas, Republic National Bank (Com'l Banking), Dallas; Resistol Hats, Inc. (Men's hats), Garland, Texas.

THE TULLIS CO., INC.

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HE 6831

President.....Howard L. Tullis
Vice-Pres.....Earl Willhite
TV Director.....Ben Lang
Time Buyer.....Willy Brosik
Kelley Kar Co. (Used Cars), Los Angeles; Balion Ice Cream Co. (Vanilla Ice Cream), South Gate; Vacuum Cleaner Co. of America (Vacuum Cleaners), Rogers Upholstering Co. (Reupholstering, Furniture Service), Carolina Pines Restaurant (Restaurant), Party Snax Food Prod. Co. (Packaged Foods), Los Angeles, Calif.

TV Accounts: Tail o' the Cock Restaurant (Restaurant), Beverly Hills; Cal Cast Prod. Co. (Household Products), Leo Kelley Ford Dealer (New Fords), Los Angeles, Calif.

VALLEY ADVERTISING CO.

113 W. 4 St., Weslaco, Tex.
Phone: WEslaco 175

Pres., Treas., Radio Dir., Radio Time Buyer & Space Buyer.....J. D. Grafton
Vice-President.....E. S. Grafton
Secretary.....R. B. Blancett
Art Director.....L. Blancett
Production Manager.....F. Schultz

Radio Accounts: Borderland Citrus Groves, Valley Grande Academy.

VICTOR VAN DER LINDE CO.

683 Fifth Ave., New York 22, N. Y.
Phone: ELdorado 5-5185

Partners.....Victor van der Linde, Charlotte Rains
Media Dir.....Agnes Kingsley

Radio Accounts: L. Bamberger & Co., Beam Products Co., Dolcin Corp., Dolcin, Ltd., Jamane, Inc., C. F. Mattlage Sales Co., James McCreery & Co.

JOHN B. VAN DOMELEN, AGENCY

322-332 Federal Square Bldg.
Grand Rapids 2, Mich.
Phone: 9-3453-4
PPA—ABP

Owner & Space Buyer...J. B. Can Domelen
TV Director.....Robert Riekse
Publ. Dir.....E. J. Logie
Prod. Mgr. & Acct. Exec.....R. F. Doornink

VAN HECKER, INC.

664 No. Michigan Ave., Chicago 11, Ill.
Phone: DElaware 7-3122-3-4
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Account Exec.....W. F. Barkow
Account Exec. & Space Buyer....F. J. Guzk

Radio Account: Pyroil Co.

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Media & Research.....U. H. Moss
Acct. Execs.....Wm. Dugdale, D. J. Loden
Radio Dir.....R. V. Walsh

Radio Accounts: Fram Corp., International Bedding, York Wallpaper, National Radio Institute, The Glenn L. Martin Co., Sherwood Brothers, The Crosse & Blackwell Co., Rice's Bakery, The Wm. Schluderberg Co., Anchor Post Products, William Montgomery Co., Black & Decker.

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Phone: Dunbar 0067, 0068
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Treas. & Buyer Radio Time..D. B. Mescher
Acct. Execs.....B. Venable, G. L. Service, B. W. Brown, Wm. J. McLaughlin

J. FRANKLYN VIOLA

152 W. 42 St., New York 18, N. Y.
Phone: CHickering 4-3254

President-Owner.....J. Franklyn Viola

Radio Accounts: Paramount Macaroni Mfg. Co., Italy Laboratories, Inc., Johnson Chemical Co.

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Head of Creative.....R. O. Archer
Radio Director.....Jeff Wade
Radio Media Director.....Louis J. Nelson
Time Buyer.....Wm. B. Condon
Research Dir.....Gordon A. Norberg

Radio-TV Dept.

Art Mgr.....Ken Bangs
Copy Chief.....L. W. Davidson

Branch Office
411 W. 5th St., Los Angeles 13

Manager.....Robt. E. Dwyer
Radio Dir.....Forrest F. Owen, Jr.
Acct. Exec.....Joe Charboneau

Radio Accounts: Shotwell Mfg. Co. (Candy), Chicago; Miles Calif Co. (Prop. Remedies), Los Angeles, Calif.

TV Account: Miles Labs. Inc. (Alka-Seltzer), Elkhart, Ind.

HUGO WAGENSEIL & ASSOCIATES

Talbott Bldg., Dayton 2, Ohio
Phone: HEmlock 5542
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Sect-Treasurer.....G. Wagenseil
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Art Director.....E. Hageman
Public Relations.....G. W. Young
Radio-TV Program Director....Jim Bridges
Account Executives.....F. R. Harwood, W. H. Ford, William Guisewite

Radio Accounts: Albers Super Markets (Groceries & Meats), Cincinnati; Bonded Oil Co. (Service Stations), Springfield, O.; CROP (World Relief Program), Chicago, Ill.; Dayton Power & Light Co., Dayton; First National Bank, Middletown; Gallaher Drug Co., House of Lowell, Inc (Beauty Items), Lowe Brothers Co. (Paints), Ohio Yellow Cab Co., Dayton; Savings Society, Springfield; Dayton Reliable Motors (New Cars—Service), Cheerheart Cleaners (Dry Cleaners—Launderers), Day Brothers Furniture, Dayton, O.

TV Accounts: Anderson Piano Co. (Musical Instruments), Crystal Rug & Carpet Co. (Carpeting—Cleaning), Cheerheart Cleaners, Grismer Tire Co. (Firestone Dealer), Triple Seal Window & Door Co. (Storm Windows & Doors), Dayton, O.

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221 N. LaSalle St., Chicago 1, Ill.
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Production Mgr.....Harold Trestenjak
Additional Acct. Execs.....R. M. Skallerup, D. L. Campbell

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Phone: Grant 1900
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TV Director.....Walter Sickles
Industrial Div.
Dir. & Space Buyer.....Harold S. Downing

Radio Accounts: Duquesne Brewing Co., Chartiers Valley Brewing Co., Henry Lohrey Packing Co., Mail Pouch Tobacco Co., Colonial Biscuit Co., Sterling Oil Co.

WALLACE-FERRY-HANLY CO.

400 W. Madison St., Chicago 6, Ill.
Phone: Fra 2-6440
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NOAB—PPA

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Prod.....J. T. Shegenda
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Space & Radio Time Buyer
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Radio Dir.....J. T. Ainley
Acct. Execs.....L. T. Wallace, M. G. Pierce, Lester H. Ploetz Henry E. Behr

Radio Account: Campana Sales Co. (Cosmetics), Batavia, Ill.

WILLIAM WARREN, JACKSON & DELANEY

45 W. 45 St., New York, N. Y.
Phone: JU 6-0350-1-2
ABP—APA

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TV Director.....Stevens P. Jackson
Asst. TV Director.....Wm. W. Solow
Radio Director.....S. Thomas Delaney
Copy Chief.....Beatrice Geberer
Acct. Executives.....Stevens P. Jackson, William Solow, J. C. Silverman, Paul Kopp, Vernon Hayes

Radio Accounts: Alexanders Dept. Store, Sachs Quality Stores, Spears (Department Store), New York; Snow White Products (Cosmetics), Lynchburg, Va.; Strauss Stores (Auto Accessories), 6 states; Flag Pet Food Corp. (Cat & Dog Food), Pierce School, Federal Life & Casualty, Sofia Bros. (Moving & Storage), Bop City (Night Club), Warren-Connolly (Distributor), Ritz Thrift Shop (Furrier), Stevens Appliances, #50 New-Lac (Floor Polish), Furniture Town, Cardinal Ties, Metropolitan Training Center School, New York, N. Y.

TV Accounts: Lord & Taylor (Department Store), Sachs Quality Stores, Alexanders Dept. Store, Stevens Appliances, Ritz Thrift Shop (Furrier), Spear & Co., Warren Connolly (Distributor), Flag Pet Food Corp, Strauss Stores (Auto Accessories), 6 States; Cardinal Ties, New York, N. Y.

WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 6-8585
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NOAB—PPA

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Radio Director.....Tevis Huhn
TV-Director.....Tevis Huhn

Branch Office
6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hempstead 8163
Radio Director.....Cecil Underwood

Radio Accounts: Pabst Sales Co. (Pabst Blue Ribbon Beer), Chicago, Ill.; Equitable Life Assurance Society of the U. S., New York, N. Y.

TV Accounts: Pabst Sales Co., Chicago, Ill.; The George W. Luft Co. (Cosmetics), Long Island City, N. Y.

NORMAN D. WATERS & ASSOCIATES, INC.

6 E. 39 St., New York 16, N. Y.
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Vice-President.....Sanford L. Hirschberg
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Asst. Treas. & Gen. Mgr....Louis Landesman
Media Director.....Murray Platte

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Production Manager.....S. B. Snyder
Art Director.....Harold Carloss
Time Buyers..Don Watts, Leslie S. Hauger
Continuity.....Don Mitchell

Branch Offices
316 Fidelity Bldg, Dallas, Tex.

Manager.....Burke Gilliam
Account Executives.....R. S. Hauger, Todd Merrill

Radio Accounts: Oklahoma Tire & Supply Co., Kidds Cola, Tulsa Federal Savings & Loan Association, United Federal Savings & Loan Association, Bell Oil & Gas Company, Mid-West Chevrolet Corp., Paul Sisk & Associates, Home Furniture Co., Bryan & Sons; Hawk Dairies, Tennessee Dairies.

TUCKER WAYNE & CO.

1175 Peachtree St., N.E., Atlanta 5, Ga.
Phone: ATwood 3856-3859
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NOAB—AAAA

President .....Tucker Wayne
Publ. Relations.....Lee Fuhrman
Medio Dir.....C. C. Fuller
Radio Director.....D. D. Connah

Radio Accounts: Southern Bell Telephone & Telegraph Co. (Regional), Southern Spring Bed Co. (Regional), American Bakeries Co. (Regional), J. Allen Smith & Co., The Schwob Co.

LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., Saint Paul 1, Minn.
Phone: Cedar 3777
AAAA—ABP—Twin City Media Association

Owner.....Luther Weaver
Acct. Exec.....Donald Gardner
Exec. Asst.....Ruth H. Muldoon
Secretary.....Blanche G. Anderson
Director Radio and TV.....Luther Weaver

Radio Accounts: Twin City Wholesale Grocer Co., Saint Paul, Minn., and Fargo, N. D.; Twin Ports Wholesale Grocer Co., Duluth; Minnesota Hospital Service Assn.—Blue Cross—Blue Shield, Saint Paul: Stewart Paint Mfg. Co., Minneapolis; Falcon and Pilgrim Cleaners (dry-cleaners), Saint Paul & Minneapolis, Minn.

TV Account: Twin City Wholesale Grocer Co., St. Paul, Minn.

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Space Buyer & Prod. Mgr..Richard T. Guppy
Art Directors.....James N. Hastings, Robert Magee
Acct. Execs.....R. W. Webster, Vaughn Shedd, Joy Garrison Berghell

Radio Account: Pharmaceutical Research, Inc. (P-R Iodin Ration), Los Angeles, Calif.

TV Account: The Bramhall Co. (Unmask), Pasadena, Calif.

JOHN P. WEIDENHAMER & ASSOCIATES

26 N. 18 St., Harrisburg, Pa. (Box 1024)
Phone: 4-1808

Pres. & Space Buyer.....J. P. Weidenhamer
Secy.-Radio Dir. & Buyer Radio Time N. H. Weidenhamer
Treas. & Prod. Mgr.....F. F. Bratten
Art Director.....D. H. Bates

Radio Accounts: Hershey Chocolate Corp., Hershey Estates, Madrid Ballroom, Megs Macaroni Co., E. B. Skarie Co., Wyand Baking Co., York Fair Assn.

ARMAND S. WEILL CO., INC.

170 Franklin St., Buffalo 2, N. Y.
Phone: Washington 6250
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V. P.-Treas.....Harold C. Desbecker
V. P.....Robert K. Weill

MILTON WEINBERG ADV. CO.

325 W. Eighth St., Los Angeles 14, Calif.
Phone: TUcker 4111
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Media Director.....Ray Keplinger
Radio Director.....W. H. Krauch

Radio Accounts: Capitol Milling Co., Hollywood Film Studios, Hollywood Pantages Theater Corp., Hollywood Turf Club, May Co., Midtown Catering Co., Pep Boys of Calif., Thrifty Cut-Rate Drug Stores.

WILLIAM H. WEINTRAUB & CO., INC.

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Art Director.....Paul Rand
Director of Copy.....Simon A. Halpern
Media Director.....Lee M. Rich
Production Manager.....William Zerweck
Research Director.....Dr. Leon Arons
Vice-Pres. Chg. Radio-TV.....Noran Kersta
Director of Radio.....Theo Gannon
Business Mgr. & Time Buyer-Radio-TV Dept.
Gladys York
Account Executives.....M. J. Eysler, William Jensen, Eugene Kummel, Richard Bouton, Kay Daly

Branch Office
Willow Run, Mich.
Phone: Ypsilanti 5010

Resident Mgr.....Curtis C. LeWald
Asst. Resident Mgr.....John K. Geist

Radio Accounts: Adam Hat Stores, Inc. (Adam Hats), Seeman Bros., Inc. (Air-Wick, White Rose Tea, White Rose Coffee), New York, N. Y.; Kaiser-Frazer Sales Corp. (Kaiser and Frazer Cars), Detroit, Mich.

TV Accounts: Seeman Brothers (Air-Wick), Maiden Form Brassiere Co., Inc. (Maiden Form Brassieres), New York, N. Y.

WALTER WEIR, INC.

250 W. 57 St., New York 19, N. Y.
Phone: PLaza 7-0140
ANPA—PPA—AAAA

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Vice-President.....G. Baird
V.-P. Chge. Prod.....W. B. Downes
V.-P. & Art Director.....A. E. Macon
Secy. & Treas.....M. B. Solomon
Space Buyer.....Doris A. Davies

WEISS & GELLER NEW YORK, INC.

100 Madison Ave., New York 17, N. Y.
Phone: PL 3-4070
ANPA—APA—NOAB—PPA

Radio Director.....Lester J. Mallets
TV Director.....Ernest Byfield, Jr.
Time Buyer.....Max Tendrick

Radio Accounts: Flagstaff Foods, Perth Amboy, N. J.; Nedick's Inc. (Restaurants and Bottled Drink), New York; Albert Ehlers, Inc. (Coffee), Brooklyn, N. Y.

TV Accounts: Flagstaff Foods, Perth Amboy, N. J.; Nedick's Inc. (Restaurant and Bottled Drink), New York; Albert Ehlers, Inc. (Coffee), Brooklyn, N. Y.

WERTHEIM ADV. ASSOCIATES

11 W. 42nd St., New York 18, N. Y.
Phone: WIsconsin 7-5978
ANPA—PPA

Owner, Radio Dir.....Ed. L. Wertheim
Manager.....Ed T. Wertheim
Art Dir.....Jose I. Ramos
Account Executives....E. TaylorWertheim, Madeline George

Branch Office
1031 Arch St., Philadelphia 7, Pa.
Manager.....Jean H. Breig

WESTHEIMER & BLOCK

315 N. 7th St., St. Louis 1, Mo.
Phone: Garfield 4080
AAAA—ABP—ANPA—APA—NOAB

Partner, Acct. Execs..Louis E. Westheimer, Frank Block
Account Executives....Wm. H. Mullgardt, Wm. M. Wider, Conrad F. Stuhlman, Wm. T. Gangle, Eugene Pettus, Jr.
Production Mgr.....Barbara Block
Time & Space Buyer.....Elizabeth Ehrlich

Radio Accounts: Schutter Candy Company (Old Nick & Bit-O-Honey candy bars), St. Louis, Mo.; Centlivre Brewing Corp. (Old Crown Beer and Ale), Peter Eckrich and Sons (Packing Company), Fort Wayne, Ind.; Freund Jewelry Company, Disco Distributing Co. (Motorola Distributors), E. B. Jones Motor Co. (Plymouth-Dodge distributors), Sears, Roebuck and Co. (Department Store), Staten Island Cleaners (Cleaning and Dyeing), St. Louis, Mo.; Ripon Foods, Inc. (Kiddie Kookies), Ripon, Wis.; Valley Farm Dairy (Dairy products), Mutual Bank and Trust Co., St. Louis, Mo.

TV Accounts: Disco Distributing Co., Sears, Roebuck & Co., St. Louis, Mo.; Peter Eckrich and Sons, Fort Wayne, Ind.; Tucker Motor Co. (Oldsmobile Distributor), E. B. Jones Motor Co., Staten Island Cleaners, St. Louis, Mo.

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217 W. 5th St., Waterloo, Iowa
Phone: 4677
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President.....Wells H. Barnett
Vice-President.....Phillips Taylor

Branch Office
520 N. Michigan Ave., Chicago 11, Ill.

Vice-Presidents.....A. C. Barnett, M. C. Swartz

Radio Accounts: Iowa Soap Co., American Bird Products, Inc., Walker Remedy Co., Vinton Hybrid Corn Co.

TOM WESTWOOD ADV. AGENCY

416 W. 8 St., Los Angeles 14, Calif.
Phone: TRinity 8496-7
SCBA

Owner & President.....Tom Westwood
Time Buyer & Traffic....Marguerite Thomas

Radio Accounts: Hebrew Christian Hour, Voice of China, So. Calif. Lutheran Hour, Los Angeles, Calif.

WARD WHEELOCK CO.

Lincoln-Liberty Bldg., Philadelphia 7, Pa.
Phone: Rittenhouse 6-7500
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Dir. Radio Dept.....Diana Bourbon

Branch Offices

444 Madison Ave., New York 22, N. Y.
Vice-President.....R. K. Strassman
Guaranty Bldg., Hollywood 28, Calif.
Radio Director.....Diana Bourbon

Radio Account: Campbell Soup Co.

Television Account: Stephen F. Whitman & Son, Inc.

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455 Caroline St., Houston 2, Tex.
Phone: CEntral 9301
AAAA—ABP—ANPA—NOAB

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Vice-Pres. .....Kern Tips
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Secy.-Treas. .....Ted Schiwetz

Radio Accounts: American General Ins. Co., Mr. Baird's Bread, Geo. H. Dentler & Sons, Foley's, Associated General Contractors, Houston Natural Gas Co., Humble Oil & Refining Co., Kuhn Paint Co., Raymond Pearson, Inc., Rettigs, Texas Gulf Sulphur Co.

TV Account: Humble Oil & Refining Co.

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271 Madison Ave., New York 16, N. Y.
Phone: LExington 2-3494
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Space Buyer.....Mrs. Ivah F. Randall
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Asst. Radio-TV Dir.....Shirley M. Crespi

Radio Accounts: American Packing Co. (Meats (Sunrise)); Boatman's National Bank, St. Louis, Mo.; Endicott Johnson Corp. (Shoes); Emerson Electric Mfg. Co. (Fans - Heaters - Motors), Endicott, N. Y.; Deep Rock Oil Corp. (Petroleum Products), Chicago, Ill.; Missouri-Kansas-Texas RR, St. Louis, Mo.; Prim Hosiery, Inc. (Women's Hosiery), Chester, Ill.; Senoret Chemical Co. (Terro Ant Killer), St. Louis, Mo.

TV Accounts: American Packing Co., St. Louis, Mo.; Deep Rock Oil Corp., Chicago, Ill.; Missouri-Kansas-Texas RR, Boatmen's National Bank, St. Louis, Mo.

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Acct. Execs.....N. A. Winter, Jr., T. Bryce Spruill, Robert C. Lochrie
Art Director.....Fred Stewart

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76 W. Adams, Detroit 26, Mich.
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NOAB—PPA

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Vice-President.....A. D. Conkey
Secy.-Treas.....C. M. Jickling
Acct. Executive.....R. L. Mulvogue
Art Director.....C. S. Brown
Acct. Executive.....Florentine Urban
Radio TV Dir.....Cyrilla Anderson
Supervisor-Continuity .....Ruth Rice

Radio Accounts: Schafer Bakeries (Bread), Detroit; Employers Assn., Detroit, Mich.; Albert Taub Co. (Peanut Butter), Cleveland, O.

LESTER "L" WOLFF, INC.

14 E. 39 St., New York 16, N. Y.
Phone: MU 9-1440
ANPA—ABP—PPA

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Vice-Presidents .....Frederick Roselius, Clifford Poppleton

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24 James St., Albany 7, N. Y.
Phone: 3-1248-1249-1240

President.....Tedford L. Woodard
Secy.-Treas.....R. David Fris
Radio Director.....Mary Elizabeth Gaynor
TV Director.....Barbara H. Lewis

Radio Accounts: Frank H. Adams-Jeweler (Jewelry), Albany Savings Bank, Dobler Brewing Co., First Trust Co., Albany, N. Y.

WORTMAN, WILCOX & CO., INC.

(Formerly Wortman, Barton & Goold, Inc.)
345 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 4-5920
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Vice-Pres. & Secy.....D. N. Wortman
Exec. Vice-Pres.....E. A. Wilcox
Vice-Pres. .....E. Dunn
Media Dir.....E. M. Crowley

TV Accounts: Esquire Novelty Co. (Pony Boy Gun & Holster Set), Jersey City, N. J.; Balcony Downs Plantation (Oil Paintings), Glasgow, Va.

ROBERT B. YOUNG, ADV. AGENCY

625 Market St., San Francisco 5, Calif.
Phone: SU 1-5411
APA—ABP

President & Space Buyer.....R. B. Young
Secretary.....W. E. Misselwitz

Radio Accounts: Northern Calif. Floral Industry, Sierra Candy Co.

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 9-5000
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NOAB—ABC—ABP

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V.-P.-Art Director.....Walter K. Nield
V.-P.-Personnel Dir....Walter M. E. Sullivan
V.-P.-Dir. of International Div.
Lorimer B. Slocum
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V.-P.-Associate Dir. of Radio-TV
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V.-P.-In Charge of Radio-TV Production
Roland Gillett
Supervisor of Radio-TV Operations
Rodney Erickson
Mgr.-Radio-TV Commercial Copy
John L. Swayze
Radio-TV Business Mgr..Frederick A. Zaghi
Radio-TV Publicity Dir.....Harry Rauch
Mgr.-Radio Station Relations
Frank Coulter, Jr.

Branch Offices

6253 Hollywood Blvd., Hollywood 28, Calif.
V.-P. Radio & TV.....Walter Bunker
V.-P. Adv. Service.....Eldon E. Smith
333 N. Michigan Ave., Chicago 1, Ill.
V.-P.-Manager.....John F. Whedon
V.-P.-Merchandising Dir.....D. G. Schneider
Vice-Pres.....Robert K. Edmonds
V.-P.-Art Dir.....Wm. W. Johnston
V.-P.-Copy Dir.....Draper Daniels
1866 Penobscot Bldg., Detroit 2, Mich.
V.-P.-Manager.....Elliott E. Potter
235 Montgomery St., San Francisco 4, Calif.
Manager.....Edward A. Merrill, Jr.

Radio Accounts: K. Arakelian, Inc., The Borden Co., Bristol-Myers Co., Sanforized Division of Cluett, Peabody & Co., Inc., The Drackett Co., Duffy-Mott Co., Inc., General Foods Corp., Gulf Oil Corp., Life Savers Corp., Thomas J. Lipton, Inc., Metropolitan Life Insurance Co., The National Sugar Refining Co., Petri Wine Co., Purity Bakeries, Rath Packing Co., Rosefield Packing Co., Jos. Schlitz Brewing Co., Singer Sewing Machine Co.

TV Accounts: Bigelow-Sanford Carpet Co., Inc., The Borden Co., Duffy-Mott Co., Inc., General Electric Co., General Foods Corp., The Goodyear Tire & Rubber Co., Inc., Gulf Oil Corporation, International Silver Co., Johnson & Johnson, Thomas J. Lipton, Inc., O-Cedar Corp'n, Petri Wine Co., Rosefield Packing Co., Simmons Co.

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28 W. Adams St., Detroit 26, Mich.
Phone: CAdillac 9151
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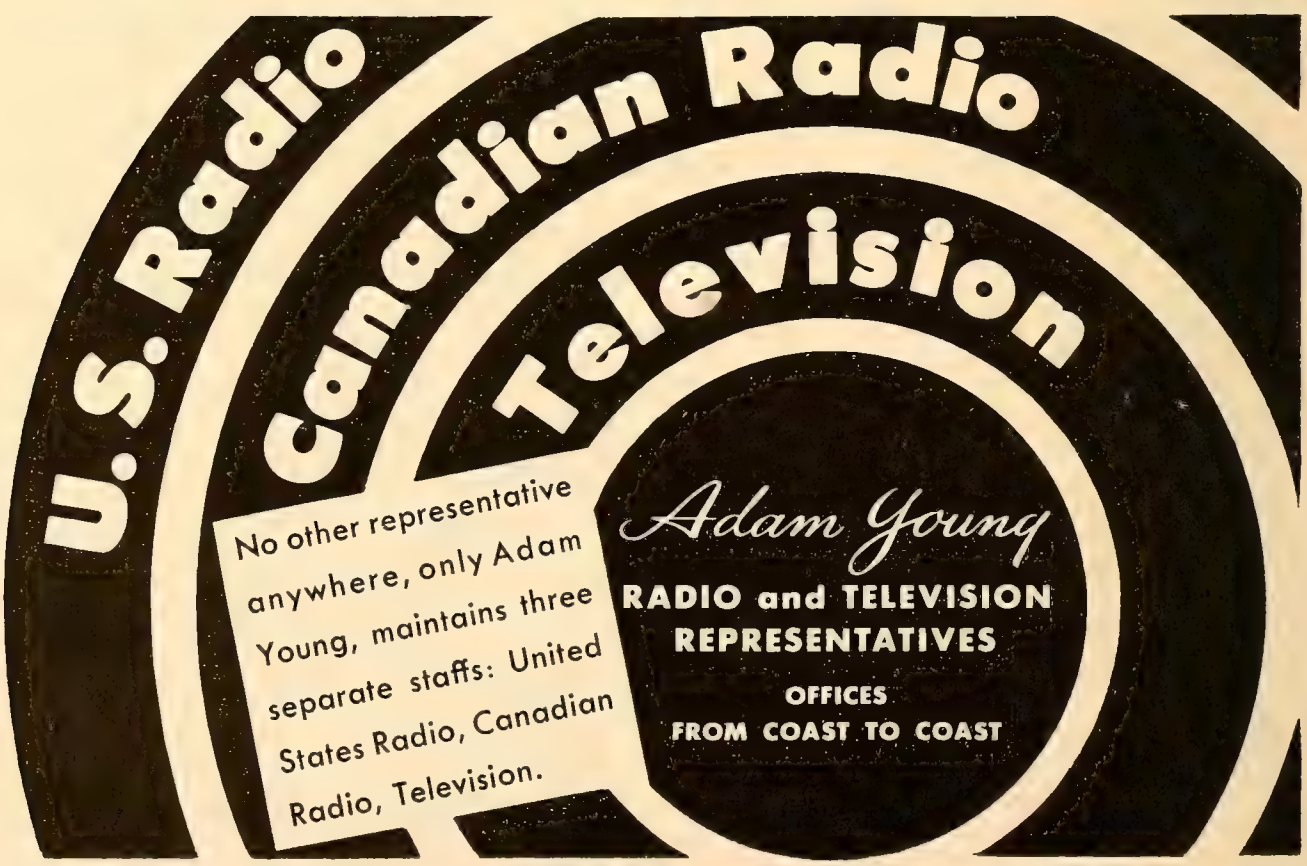
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TV Stations Represented—WOC-TV, Davenport, Ia.; WBAP-TV, Ft. Worth-Dallas, Tex.; WAVE-TV, Louisville, Ky.; WTVJ, Miami, Fla.; WTCN-TV, Minneapolis, Minn.; WPIX, New York, N. Y.; KSD-TV, St. Louis, Mo.; KRON-TV, San Francisco, Calif.

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Executive-in-Charge.....Irene Griffith
681 Market St., San Francisco, Calif.
Executive-in-Charge.....Irene Griffith

AM & FM Stations Represented—WVOK, Birmingham, Ala.; KGRH, Fayetteville, Ark.; WOOK, Washington, D. C.; KWSL, Lake Charles, La.; WJEJ, Hagerstown, Md.; WIDE, Biddeford, Me.; WBKA, Brockton; WKOX, Framingham; WHAV, Haverhill, Mass.; WEXL, Royal Oak, Mich.; WSKB, McComb, Miss.; KBRL, McCook, Neb.; WJOC, Jamestown; WHOM, New York, N. Y.; WSKY, Asheville; WWNF, Fayetteville; WSSB, Durham, N. C.; WJEL, Springfield, Ohio; KASA, Elk City, Okla.; WLOA, Braddock-Pittsburgh, Pa.; KOLE, Port Arthur, Tex.; WHYU, Newport News, Va.; WHTN, Huntington, W. Va.

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Executive Assistant.....Leta Ford

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MELCHOR GUZMAN COMPANY, INC.

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814 California St., San Francisco, Calif.
Phone: EXbrook 2-3407
Manager.....James M. Alspaugh

Stations Represented: KMPC, Los Angeles, Calif.; WJIM, Lansing; WGFG, Kalamazoo, Mich.; KXXX, Colby, Kans.

TV Station Represented—WJIM-TV, Lansing, Mich.

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Executive-in-charge .....Knox LaRue
233 Peachtree St., Atlanta 3, Ga.
Phone: Cypress 1489
Executive-in-charge.....Dan Schmidt, III

AM & FM Stations Represented—WADC, Akron, O.; WAEB, Allentown, Pa.; WGST, Atlanta, WRDW, Augusta, Ga.; WJBO, Baton Rouge, La.; WBCM, Bay City, Mich.; WINR, Binghamton, N. Y.; WTMA, Charleston,

S. C.; WAAF, Chicago, Ill.: WRBL, Columbus, Ga.; WBTM, Danville, Va.; WHIO, Dayton, O.; WWJ, Detroit, Mich.; WEBC & Arrowhead Net., Duluth, Minn.; WEAU, Eau Claire, Wis.; WTSM, El Paso, Tex.; WBIG, Greensboro, N. C.; KPOA, Honolulu, Hawaii; WJDX, Jackson, Miss.; KGHI, Little Rock, Ark.; WLVA, Lynchburg, Va.; WIOD, Miami, Fla.; WWEZ, New Orleans, La.; KOOL & Arizona Network, Phoenix, Ariz.; WJAS, Pittsburgh, WHUM, Reading, Pa.; KOLO, Reno, Nev.; WHAM, Rochester, N. Y.; KUTA & Rocky Mountain Network, Salt Lake City, Utah; KITO, San Bernardino, KCBQ, San Diego, KIST, Santa Barbara, Cal.; WSAV, Savannah, Ga.; WARM, Scranton, Pa.; KVI, Seattle, Wash.; KSCJ, Sioux City, Ia.; KNEW, Spokane, Wash.; WSPR, Springfield, Mass.; KGBX, Springfield, Mo.

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Mgr. .....Tracy Moore

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* Midwest representation only.

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Phone: Tucker 3219
Mgr.....S. J. Reulman

AM & FM Stations Represented—KLZ, Denver, Colo.; WPDQ, Jacksonville, WGBS, Miami, WDAE, Tampa, Fla.; WAGA, Atlanta, WMAZ, Macon, WTOC, Savannah, Ga.; KGU, Honolulu, Hawaii; WIND, Chicago, Ill.; WEOA, Evansville, WFBM, Indianapolis, Ind.; WMT, Cedar Rapids, KRNT, Des Moines, Ia.; WWL, New Orleans, La.; WCOP, Boston, Mass.; WJBK, Detroit, WFDF, Flint, WOOD, Grand Rapids, Mich.; KWK, St. Louis, Mo.; KGHL, Bellings, Mont.; WXKW, Albany, WEBR, Buffalo, WARC, Rochester, N. Y.; WKRC, Cincinnati, WSPD, Toledo, O.; WKY, Okla. City, Okla.; WKST, New Castle, WFIL, Phila., WCAE, Pittsburgh, Pa.; WNAX, Yankton, S. D.; WREC, Memphis, WSIX, Nashville, Tenn.; KHQ, Spokane, Wash.; WHIS, Bluefield, WMMN, Fairmont, W. Va.

TV Stations Represented—KLAC-TV, Los Angeles, Calif.; WNHC-TV, New Haven, Conn.; WAGA-TV, Atlanta, Ga.; WFBM-TV, Indianapolis, Ind.; WMAR-TV, Baltimore, Md.; WJBK-TV, Detroit, Mich.; WHEN, Syracuse, N. Y.; WKRC-TV, Cincinnati, WXEL, Cleveland, WHIO-TV, Dayton, WSPD-TV, Toledo, O.; WKY-TV, Okla. City, Okla.; WFIL-TV, Phila., Pa.; WSAZ-TV, Huntington, W. Va.

JOHN KEATING

414 Alderway Building, Portland 5, Ore.
Phone: Beacon 4107
Manager.....John D. Keating

Branch Office

408 Second & Pine Bldg., Seattle 1, Wash.
Executive-in-charge....James A. McLoughlin

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gene; KRNR, Roseburg; KRUL, Corvallis; KSLM, Salem; KSRV, Ontario; KTIL, Tillamook; KUIN, Grants Pass; KWIL, Albany; KWIN, Ashland; KWRC, Pendleton; WASHINGTON; KBRC, Mt. Vernon; KBRO, Bremerton; KELA, Centralia; KGA, Spokane; KGY, Olympia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KOMW, Omak; KONP, Port Angeles; KPKW, Pasco; KPQ, Wenatchee; KRKO, Everett; KUJ, Walla Walla; KVAN, Vancouver; KVOS, Bellingham; KWLK, Longview; KXRO, Aberdeen; IDAHO: KBIO, Burley; KFXD, Nampa; KRLC, Lewiston; KTFI, Twin Falls; KWAL, Wallace; KIEM, Eureka, Cal.

KEENAN & EICKELBERG

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TV Dept. Head (LA).....Frank Dougherty
TV Dept. Head (SF).....Maxwell Hunter
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Phone: BRoadway 3210
Executive-in-charge.....Frank J. McHugh
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TV Stations Represented—WOIC, Washington, D. C.; WGN-TV, Chicago, Ill.; WOR-TV, New York, N. Y.

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John Hancock Bldg., Boston 16, Mass.
Phone: Liberty 2-5799
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Partner.....Marjorie Carter
AM & FM Stations Represented—(Represents in New England and New York State) —WACE, Springfield; WALE, Fall River; WBEC, Pittsfield; WBSM, New Bedford; WEIM, Fitchburg; WNEB, Worcester, Mass.; WSKI, Barre-Montpelier, Vt.; WHIM, Providence, R. I.; WHCU, Ithaca; *WOR, New York; *WSYR, Syracuse, N. Y.; Pine Tree Group of Maine (WABI, Bangor; WLAM, Lewiston; WPOR, Portland; WTVL, Waterville); New Hampshire Group (WFEA, Manchester; WKNE, Keene; WLNH, Laconia; WMOU, Berlin); Boston Supplement Group (WBKA, Brockton; WHAV, Haverhill; WKOX, Framingham); New England Broadcasting System.
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West Coast Manager.....Tracy Moore
79 Post St., San Francisco, Calif.
Manager .....Frances Donahue
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PAN AMERICAN BROADCASTING CO.

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Executive-in-Charge.....Rogers Parratt

AM & FM Stations Represented—WEDR-Birmingham, Ala.; KLCN, Blytheville, KWHN, Ft. Smith, Ark.; KAFY, Bakersfield, KXOC, Chico, KYNO, Fresno, KCMJ, Palm Springs, KXOA, Sacramento, KSBW, Salinas, KXOB, Stockton, KCOK, Tulare, Calif.; WLAK, Lakeland, WEAR, Pensacola, WSPB, Sarasota, WTSP, St. Petersburg, Fla.; WEAS, Decatur, WGOV, Valdosta, Ga.; WJBC, Bloomington, WKRO, Cairo, WJPF, Herrin, WMIX, Mt. Vernon, Ill.; WIRE, Indianapolis, WAOV, Vincennes, Ind.; KVGB, Great Bend, KOAM, Pittsburgh, KSAL, Salina, Kans.; WCMI, Ashland, WLAP, Lexington, Ky.; WLAV, Grand Rapids, WCAR, Pontiac, Detroit, Mich.; KATE, Albert Lea, KYSM, Mankato, KMHL, Marshall, KROC, Rochester, KWLW, Willmar, KWNO, Winona, Minn.; KFVS, Cape Girardeau, KFMO, Flat River, KHMO, Hannibal-Quincy, KCMO, Kansas City, KXEO, Mexico, KWOC, Poplar Bluff, WIL, St. Louis, KWTO, Springfield, Mo.; KATO, Reno, Nev.; WERE, Cleveland, WHIZ, Zanesville, Ohio; KELO, Sioux Falls, S. D.; WJHL, Johnson City, WDIA, Memphis, Tenn.; KRBC, Abilene, KFDA, Amarillo, KNOW, Austin, KBST, Big Spring, KRRV, Dennison-Sherman, KELP, El Paso, KXOL, Ft. Worth, KPAB, Laredo, KCBD, Lubbock, KCRS, Midland-Odessa, KPLT, Paris, KGKL, San Angelo, KMAC, San Antonio,, KGKB, Tyler, KTRN, Wichita Falls, Tex.

TV Stations Represented — WLAV-TV Grand Rapids, Mich.

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Executive-in-Charge.....John F. Cole

72 Eleventh St., N.E., Atlanta, Ga.
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NAB STANDARDS OF PRACTICE

Effective January 1, 1949

STANDARDS for broacasting can never be final or complete. Broadcasting is a creative art, still in the process of development, and as such it must always seek new ways to achieve greater advances. Therefore, any standards promulgated must be subject to change.

PROGRAM STANDARDS

News

News reporting should be factual, fair and without bias. Commentary and analysis should be clearly identified as such.

Good taste should prevail in the selection and handling of news. Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be broadcast in such a manner as to avoid panic and unnecessary alarm.

Broadcasters should exercise due care in their supervision of content, format, and presentation of news broadcasts originated by them; and in their selection of newscasters, commentators and analysts.

Broadcasters should exercise particular discrimination in the acceptance and placement of advertising in news programs. Such advertising should be appropriate to the program, both as to content and presentation, and should be distinctly set apart from the news content.

In programs of news, news commentary and news analysis which are less than ten minutes in length, no more than two commercial announcements should be used and they should be given at or near the beginning and end of the program.

Agricultural and market newscasts should be governed by the same general standards applicable to news broadcasts.

Political Broadcast*

Political broadcasts, or the dramatization of political issues designed to influence an election, should, if accepted, be properly identified as such.

Public Affairs and Issues

A broadcaster, in allotting time for the presentation of public questions, including those of a controversial nature, should use his best efforts

* Because of the present confusion concerning the laws with respect to political broadcasts, broadcasters are advised to consult their lawyers in all cases where they have the least doubt as to the proper method of handling.

to insure fair presentation. Such time should be allotted with due regard to all other elements of balanced program schedules, and to the degree of interest on the part of the public in the questions to be presented.

Discussions of controversial public issues should be presented on programs specifically intended for that purpose, and they should be clearly identified as such.

The presentation of controversial public issues should be made by properly identified persons or groups.

Freedom of expression of opinion in broadcasts of controversial public issues should be carefully maintained, but the right should be reserved to refuse them for non-compliance with laws such as those prohibiting defamation and sedition.

Religious Programs

Broadcasting, which reaches men of all creeds simultaneously, should avoid attacks upon religion.

Religious programs should be presented respectfully and accurately, and without prejudice or ridicule.

Religious programs should be presented by responsible individuals, groups and organizations.

Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

Children's Programs

Children's programs should be based upon sound social concepts and should reflect respect for parents, law and order, clean living, high morals, fair play and honorable behavior.

They should convey the commonly accepted moral, social and ethical ideals characteristic of American life.

They should contribute to the healthy development of personality and character.

There should be no appeals urging children to purchase the product in order to keep the program on the air, or which for any purpose encourage children to enter strange places or to converse with strangers.

Educational

Every radio program performs an educational function. Broadcasters should recognize the great responsibilities thus imposed, in planning their programs, to insure the most beneficial service to all listeners.

Broadcasters should cooperate with educators and with educational groups in developing improved techniques of broadcasting, as well as those processes of education best calculated to produce expert and skillful personnel.

Crime and Mystery Programs

In determining the acceptability of any program containing any element of crime, horror or mystery, due consideration should be given to the possible effect on all members of the family.

If the techniques and methods of crime are presented it should be done in such a way as not to encourage imitation; criminals should be punished, specifically or by implication; and programs which tend to make the commission of crime attractive should not be permitted.

Such programs should avoid the following subject matter:

Detailed presentation of brutal killings, torture or physical agony, horror, the use of supernatural or climactic incidents likely to terrify or excite unduly.

Episodes involving the kidnaping of children.

Sound effects calculated to mislead, shock or unduly alarm the listener.

Disrespectful portrayal of law enforcement; and characterization of officers of the law as stupid or ridiculous.

Suicide as a satisfactory solution to any problem.

General

Sound effects and expressions characteristically associated with news broadcasts (such as "bulletin," "flash," etc.) should be reserved for announcement of news, and the use of any deceptive techniques in connection with fictional events and non-news programs should be unacceptable.

When plot development requires the use of material which depends upon physical or mental handicaps, it should be used in such a way as to spare the sensibilities of sufferers from similar defects.

The regular and recurrent broadcasting, in advance of sports events, of information relating to prevailing odds, the effect of which could be expected to encourage gambling, should not be permitted.

Simulation of court atmosphere or use of the term "Court" in a program title should be done only in such a manner as to eliminate the possibility of creating the false impression that the proceedings broadcast are vested with judicial or official authority.

In cases of programs broadcast over multiple station facilities, the originating station should assume responsibility for conforming such programs to these Standards of Practice.

ADVERTISING STANDARDS

Advertising is the life blood of the free, competitive American system of broadcasting. It makes possible the presentation, to all the American people, of the finest programs of entertainment, information and culture.

Diligence should be exercised to the end that advertising copy accepted for broadcasting complies with pertinent federal, state and local laws. Acceptance of advertising should be predicated upon such considerations as the integrity of the advertiser, the quality of the product, the value of service, and the validity of claims made.

In accepting advertising the broadcaster should exercise great care that he is not conveying to his audience information which is misleading, dangerous to health or character, distasteful or contrary to the proprieties and customs characteristic of his audience, or in violation of business and professional ethics.

Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

Advertising copy should contain no claims that a product will effect a cure.

Good taste should always govern the content, placement and presentation of announcements. Disturbing or annoying sound effects and devices, blatant announcing and over-repetition should be avoided.

Time Standards for Advertising Copy

As a guide to the determination of good broadcast advertising practice, the time standards for advertising copy are established as follows:

The maximum time to be used for advertising, allowable to any single sponsor, regardless of type of program, should be:

Between 6:00 p.m. and 11:00 p.m.

5 minute programs	*1:00*
10 minute programs	*2:00*
15 minute programs	*2:30*
25 minute programs	*2:50*
30 minute programs	*3:00*
45 minute programs	*4:30*
60 minute programs	*6:00*

All Other Hours

5 minute programs	*1:15*
10 minute programs	*2:10*
15 minute programs	*3:00*
25 minute programs	*4:00*
30 minute programs	*4:15*
45 minute programs	*5:45*
60 minute programs	*7:00*

The time standards allowable to a single advertiser do not affect the established practice of allowance for station breaks between programs.

All multiple sponsorship or announcement programs, except as hereinafter provided, are subject to the limitation of a maximum of three minutes of advertising per fifteen minute segment, excluding station breaks. Such programs of half hour, three-quarter hour and hour duration are subject to appropriate multiples of that limitation.

Recognizing that such programs as shopping guides, market information, rural news, and the like render a definite service to the listening public; time standards for such programs may be waived for a total of one hour a broadcast day, but care should be exercised to preserve proper program balance in their distribution.

While any number of products may be advertised by a single sponsor within the specified time standards, advertising copy for these products should be presented within the framework of the program structure. Accordingly the use on such programs of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its *apparent* sign-off should be avoided. To this end the program itself should be announced and clearly identified *before* the use of what have been known as "cow-catcher" announcements and the program should be signed off *after* the use of what have been known as "hitch-hike" announcements.

Any casual reference in a program to another's product or service under any trade name, or language sufficiently descriptive to identify it, should, except for normal guest identifications, be avoided. If used, it should be considered as advertising copy and, as such, a part of and included in the total time allowances as herein provided.

The placement of more than one commercial announcement between two commercial programs should not be permitted except in those instances when one of the two announcements is a sponsored time signal, weather report, station promotion or location announcement of not to exceed a total of ten seconds in length.

Contests

Any broadcasting designed to "buy" the radio audience, by requiring it to listen in hope of reward, rather than for the quality of its entertainment should be avoided.

Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced or easily accessible to the listening public; and the winners' names should be released as soon as possible after the close of the contest.

When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided.

Premiums and Offers

Full details of proposed offers should be submitted to the broadcaster for investigation and approval before the first announcement of the offer is made to the public.

A final date for the termination of an offer should be announced as far in advance as possible.

If a consideration is required, the advertiser should agree to honor complaints indicating dissatisfaction with the premium by returning the consideration.

There should be no misleading descriptions or comparisons of any premiums or gifts which will distort or enlarge their value in the minds of the listeners.

How Buyers of Time Benefit From Service-Ads* in SRDS



Take this WGY ad, for instance. It highspots up-to-press-time information on Coverage, Sales Potential, Audience, Mail Pull, Results, Costs . . . additional information that helps time buyers make selections. Buyers say that such *Service-Ads* save their time, bring them up to date, make it easier for them to identify the stations that offer the best possibilities in the markets they want to reach.

Here's Real Sales Help for Radio Stations

The monthly Radio Section of SRDS is the basic advertising medium of many leading radio stations. Your *Service-Ad* in SRDS keeps the basic sales story of your station constantly before buyers, through all stages of consideration, recommendation, final discussions, and actual station selections. Your *Service-Ad* in SRDS reaches the men who buy when they are buying . . . at times when no other sales effort can reach your prospects . . .on his desk, in his brief case, or on the conference table. The answers you provide to a buyer's simple question on area coverage, programming, or market data about your listeners, told at the right time in a *Service-Ad* helps him decide to put *your* station on the list.

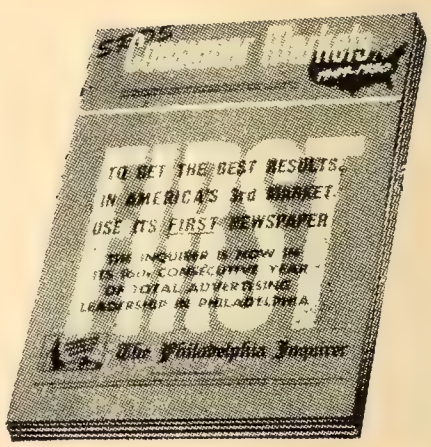
Service-Ads in SRDS are informative ads near listings that sell by helping buyers buy.



Promotional Help and Market Data for Stations

The SPOT RADIO PROMOTION HANDBOOK, recently published, describes the kind of station information time buyers say they want. Radio station advertisers find it a real help in preparing effective promotion . . . in making real SERVICE-ADS of the space they use in SRDS Radio and TV Sections. Copies are available at $1.00 each.

In addition, SRDS CONSUMER MARKETS is used by radio station advertisers as a source of factual market data on the buying power of listeners in their coverage areas. Some stations have built their entire promotional story around market data from CONSUMER MARKETS. Copies are available at $5.00 each.



Copy Service for Radio Stations . . . .

The Copy Service Department of SRDS will prepare factual, informative copy suggestions for radio stations, on request, without charge or obligation . . . effectively presenting the kind of station promotion that works best in SRDS *Service-Ads*. Ask your SRDS Representative about this helpful service, or write direct.

SRDS

Standard Rate & Data Service, Inc.
Walter E. Botthof, Publisher
333 North Michigan Avenue
Chicago 1, Illinois
New York • Los Angeles

PUBLICATIONS

Covering The Field Of Radio—Television—FM

TRADE — FAN — TECHNICAL — GENERAL

THE ADVERTISER

11 W. 42 St., New York 18, N. Y.

Phone: LOngacre 5-2125

Publisher & Editor.....Manuel Rosenberg
Managing Editor.....Col. Don R. Jason
Business Mgr.....L. B. Rosenberg
Camera Editor.....Lydie Bloch
Advertising Mgr.....Robert M. Jason
Media Service Dir.....Ellis Porter
Production Mgr.....Arnold Hallock
Type Dir.....Ed E. MacFarland
Circulation Dir.....Sam J. Davis
Associate Editors....James Carr, A. Maxwell Hage, Tom Patterson, Audrie G. Davis, Arthur Coles

Branch Offices

3557 Bogart Ave., Cincinnati, O.
Executive-in-Charge.....Simon Rosenberg
15th & H. St., N.W., Washington, D. C.
Chief Washington Corres.
Marion Wheeler Scott
98 St. Julian Rd., Newport, Mon., England
London Corres.....Arthur E. Jones

ADVERTISING AGE

100 E. Ohio, Chicago 11, Ill.

Phone: Delaware 7-1336

Publisher.....G. D. Crain, Jr.
Editor.....S. R. Bernstein
Exec. Editor (N. Y.).....John Crichton
Managing Editors.....Robert Murray, John B. Miller

Branch Offices

11 E. 47 St., New York 17, N. Y.
Phone: MUrray Hill 8-0073

Exec. Editor.....John Crichton
National Press Bldg., Washington 4, D. C.
Phone: Re 7659

Washington Editor.....Stanley E. Cohen
1473 High Rd., Whetstone, London N. 20, England
Phone: Hillside 1137

European Editor.....F. A. Marteau

ADVERTISING AGENCY & ADVERTISING & SELLING

9 E. 38 St., New York 16, N. Y.

Phone: MUrray Hill 5-9770

Editor.....Roger Barton
Publisher.....Moore Pub. Co.
President.....J. H. Moore
Vice Pres. & Editorial Dir.....F. C. Kendall
Advertising Dir.....Lucian Neff
Circulation Dir.....R. R. Rountree
Promotion Dir.....Coleman McCampbell

Branch Offices

1328 Peoples Gas Bldg., Chicago 3, Ill.
Phone: Harrison 7-7272

Western Mgr.....J. L. Clark
714 W. Olympic Blvd., Los Angeles 15, Calif.
Phone: Richmond 9327

Executive-in-Charge.....Ned Brydone-Jack
1085 Monadnock Bldg., San Francisco 5, Cal.
Phone: Douglas 4475

Executive-in-Charge.....Ned Brydone-Jack
131 Fleet St., London E.C.H., England
Phone: Central 1960, 3754, 3133

Mgr. for Great Britain, Eire, Will Kitchin, Jr.

THE BILLBOARD

1564 Broadway, New York, N. Y.

Phone: PLaza 7-2800

Co-Publisher.....W. D. Littleford
Co-Publisher.....R. S. Littleford, Jr.
Editor-in-Chief.....R. S. Littleford, Jr.
Radio-TV Editor.....Jerry Franken

Branch Offices

188 W. Randolph St., Chicago, Ill.
Phone: CEntral 6-8761

Manager .....M. Reuter
6000 Sunset Blvd., Hollywood, Calif.
Phones HOllywood 5831

Manager .....Sam Abbott
2160 Patterson St., Cincinnati, O.
Phone: DUnbar 6450

President.....E. W. Evans
Arcade Bldg., 8th & Olive Sts., St. Louis, Mo.
Executive-in-Charge .....Frank Joerling

BROADCASTING-TELECASTING

National Press Bldg., Washington 4, D. C.

Phone: MEtropolitan 1022

Editor & Publisher.....Sol Taishoff
Ass't to Publisher....Eleanor J. Brumbaugh
Managing Editor.....Art King
News Editor.....Fred Fitzgerald
Business Manager.....Maury Long
Ass't Advt. Mgr.....Winfield R. Levi
Mgr. Cir. & Readers Serv...John P. Cosgrove

NUMBER ONE

promotion medium

for

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ADVERTISING AGE is the BIG medium with the BIG selling power—with the BIG circulation where it counts among general national advertisers and their agencies. And it offers you the Big value for your promotion dollar.

Editorially, it serves those major executives who must decide whether to use radio or other media—and who must therefore keep abreast of all media in order to evaluate any of them. It is not a "single-industry" paper.

In other words, ADVERTISING AGE is no dummy antenna—but a live tower, properly tuned and loaded to carry your message clearly to those advertising executives who should hear it, and who are able to act on it.

That's why, in the general advertising press—the publications which are dominant in power to influence national advertising and agency executives—ADVERTISING AGE carries the big load of radio promotion beamed to important national advertisers and influential agency executives . . . that's why its radio linage is increasing . . . that's why it can and should carry the major weight of *your* promotion as well.

ADVERTISING AGE

200 E. Illinois St.
Chicago 11

11 E. 47th St.
New York 17

Branch Offices
250 Park Ave., New York 17, N. Y.
Phone: PLaza 5-8355
New York Editor.....Edwin H. James
Senior Assoc. Editor.....Bruce Robertson
Advertising Dir.....S. J. Paul
360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 4115
Manager .....Bill Thompson
Taft Bldg., Hollywood & Vine, Hollywood 28, Calif.
PHone: HEmpstead 8181
West Coast Mgr.....David Glickman
Hollywood News Editor.William C. Tuchman
417 Harbour Commission Bldg., Toronto, Canada
Phone: ELgin 0775
Executive-in-Charge .....James Montagnes

DAILY VARIETY

6311 Yucca St., Hollywood 28, Calif.
Phone: HOllywood 9-1141
Editor & Publisher.....Arthur Ungar
Managing Editor.....Roscoe Cornell
City Editor.....Al Scharper
Radio Editor.....Jack Hellman
Labor Editor.....William Brogdon
Amusement Editor.....Charles Daggett
Branch Office
(See listing under VARIETY)

DOWN BEAT

203 North Wabash, Chicago 1, Ill.
Phone: ANdover 3-1612
Publisher .....Glenn Burrs
Editor.....Ned E. Williams
Branch Offices
228 E. 71 St., New York 21, N. Y.
Phone: RHinelander 4-1131
Executive-in-Charge.....John S. Wilson
1103 N. El Centro, Los Angeles 38, Calif.
PHone: HE 6005
Executive-in-Charge.....Charles Emge

EDITOR AND PUBLISHER

1700 Times Tower, New York 18, N. Y.
Phone: BRyant 9-3052
Publisher.....Charles T. Stuart
President.....James Wright Brown
Editor.....Robert U. Brown
Managing Editor.....Jerome H. Walker
Advertising Mgr.....Leach Laney
Classified Mgr.....Bernadette Borries
Dir. of Circulation.....Robert P. Joy
Branch Offices
360 N. Michigan Ave., Chicago 1, Ill.
Editor.....George A. Brandenburg
Mills Bldg., San Francisco 4, Calif.
Advertising Rep.....Duncan A. Scott
2978 Wilshire Blvd., Los Angeles 5, Calif.
Advertising Rep.....Duncan A. Scott & Co.

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330 W. 42 St., New York 18, N. Y.
Phone: LOngacre 4-3000
Editor.....Donald G. Fink
Consulting Editor.....Keith Henney
Managing Editor.....W. W. MacDonald
Branch Offices
1427 Statler Bldg., Boston 16, Mass.
Executive-in-Charge..William S. Hodgkinson
Architects Bldg., 17th & Sansom Sts., Philadelphia, Pa.
Executive-in-Charge.....Warren W. Shew
1311 Rhodes-Haverty Bldg., Atlanta 3, Ga.
Executive-in-Charge.....Ralph C. Maultsby
1510 Hanna Bldg., Cleveland 14, O.
Executive-in-Charge.....James L. Phillips
520 Michigan Ave., Chicago, Ill.
Executive-in-Charge....Charles D. Wardner
621 S. Hope St., Los Angeles 14, Calif.
Executive-in-Charge.....Carl W. Dysinger
68 Post St., San Francisco 4, Calif.
Executive-in-Charge.....J. W. Otterson

FILM DAILY

DAILY. 1501 Broadway, New York, 18, N. Y. Phone, BRyant 9-7117. John W. Alicoate, President & Publisher; Donald M. Mersereau, Associate Publisher, General Manager & Treasurer; Patti Alicoate, Vice-President & Secretary; Chester B. Bahn, Editor; West Coast Offices, Ethel Rosen, Larry Urbach, Milton Epstein, 6425 Hollywood Blvd., Phone GLadstone 8436; Washington Bureau, Andrew H. Older, 5417 Dahlonega Road, Phone, WIsconsin 3271; Chicago Bureau, Joseph Esler, Chief C. L. Esler, 6241 N. Oakley Ave., Phone, BRiargate 7441.

THE HOLLYWOOD REPORTER

6715 Sunset Blvd., Hollywood 28, Calif.
Phone: HIllside 7411
Editor & Publisher.....W. R. Wilkinson
Assoc. Publ., Man. Editor.Thomas F. Seward
Branch Offices
229 W. 42nd St., New York 18, N. Y.
Phone: WIsconsin 7-2470
Manager .....Jack Harrison
6417 Dahlonega Rd., Washington, D. C.

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Editor.....Robert S. Aitchison
Managing Editor.....Merle B. Kingman
Associate Editor.....Margaret C. Lucas
Eastern Editor.....Charles Downes
Washington Editor.....Stanley E. Cohen
Art Director.....Tom Raki
Editor, Data Book No.....Murray E. Crain
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Mgr. Sales & Service.....Gorden D. Lewis
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Phone: MUrray Hill 8-0073
Advertising Director.....Jack C. Gafford
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Phone: DO 4994
Rep.....Simpson-Reilly, Ltd.
1709 W. 8th St., Los Angeles 14, Calif.
Phone: MI 7421
Rep.....Simpson-Reilly Ltd.
618 Second Ave., Seattle 4, Wash.
Phone: SE 6753
Rep.....Simpson-Reilly Ltd.

INTERNATIONAL LYRIC COURIER

226 W. 53 St., New York 19, N. Y.
Phone: CIrcle 7-6347

Editor & Publisher.....Alfredo Salmaggi
Associate Editor.....Felix Deyo
Managing Editor.....Felix W. Salmaggi
Art Editor.....Edward Salmaggi
Ballet Editor.....Robert Salmaggi
England Editor.....A. R. Lanng
France Editor.....Mario Facchinetti
Holland Editor.....Leo Riemens
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Phone: Bal: 14-29
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Phone: SY 7-3224
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Phone: 336869
Holland Editor.....Leo Riemens
771 Christchurch Rd., Boscombe,
Bournemouth, Eng.
Phone: Southbourne 2423
England Editor.....A. R. Lanng

MARKETS OF AMERICA

11 W. 42 St., New York 18, N. Y.
Phone: LOngacre 5-2125

Publisher & Editor.....Manuel Rosenberg
Managing Editor.....Col. Don R. Jason
Business Mgr.....L. B. Rosenberg
Camera Editor.....Lydie Bloch
Advertising Mgr.....Robert M. Jason
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98 St. Julian Rd., Newport, Mon., England
London Corres.....Arthur E. Jones
3557 Bogart Ave., Cincinnati, O.
Executive-in-Charge.....Simon Rosenberg

METRONOME CORP.

26 W. 58 St., New York 19, N. Y.
Phone: PLaza 3-7253-4-5

Editors.....George T. Simon, Barry Ulanov
Ass't Editor.....Barbara Hodgkins
Advtg. Mgr.....Eugene A. Roderick
Ass't Advtg. Mgr.....Gus O. Greiff
Advtg. Rep.....Martin S. Sternberg
Publishers.....Ned Bitner, John W. Bitner

Branch Office
1014 Kimball Hall, Chicago, Ill.
Phone: HArrison 7-1357
Manager.....Ed Paro

MUSIC DEALER

26 W. 58 St., New York 19, N. Y.
Phone: PLaza 3-7253-4-5

Editor.....John C. Stoltzfus
Executive Editor.....William J. Dougherty
Editorial Consultant.....Doron K. Antrim
Advertising Mgr.....Eugene A. Roderick
Ass't Advtg. Mgr.....Gus O. Greiff
Advertising Rep.....Martin S. Sternberg
Publishers.....Ned Bitner, John W. Bitner

Branch Office
1014 Kimball Hall, Chicago, Ill.
Phone: HArrison 7-1357
Manager.....Ed Paro

MUSICAL AMERICA

113 W. 57 St., New York 19, N. Y.
Phone: CIrcle 7-0520

Publisher.....John F. Majeski
Vice-Pres.....John F. Majeski, Jr.
Editor.....Cecil Smith
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Advertising Mgr.....Maurice B. Swaab
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Review of the World's Music

RADIO AND TELEVISION

RECORDS

Orchestra

THE DANCE

Opera

CONCERTS

119 WEST 57th STREET

NEW YORK 19, N. Y.

Circle 7-4500

Branch Offices
306 S. Wabash Ave., Chicago 4, Ill.
Phone: HArrison 7-4544
Manager.....Paula Zwane
415 Philharmonic Aud., Los Angeles, Calif.
Business Mgr.....Dorothy Huttenback

MUSICAL COURIER

119 W. 57 St., New York 19, N. Y.
Phone: CIrcle 7-4500
Publisher.....Musical Periodicals Corp.
Pres. & Gen. Mgr.....Grace Nylen
Editor.....Russell Kerr
Radio Editor.....William A. Taylor

Branch Offices
220 S. Michigan Ave., Chicago 4, Ill.
Midwestern Rep.....Rene Devries
Midwestern Rep.....Dosha Dowdy
35-10 Adelaide St., E., Toronto 1, Canada
Canadian Rep.....Joseph A. Whitmore
197 Commonwealth Ave., Boston 16, Mass.
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701 Ocean Ave., Santa Monica, Calif.
West Coast Rep.....C. Sharpless Hickman

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Technical Editor.....E. K. Gannett
Executive Secretary.....George W. Bailey
Technical Secretary.....D. G. Cumming
Advertising Mgr.....William C. Copp

Branch Office
303 W. 42 St., New York 18, N. Y.
Phone: REgent 7-9600
Advertising Mgr.....William C. Copp

PRINTERS' INK

205 E. 42 St., New York 17, N. Y.
Phone: MUrray Hill 3-6500
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News Editor.....Thomas M. Jones
Radio.....Dick Bruner-VictorDallaire
Circulation Mgr.....J. C. Chasin

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Statler Bldg., Boston 16, Mass.
Manager.....E. P. Meade
6743 Fifth Ave., Los Angeles 43, Calif.
Western Editor.....Louis F. Thomann
Rhodes-Haverty Bldg., Atlanta 3, Ga.
Executive-in-Charge.....H. F. Cogill
1175 Woodbury Rd., Pasadena 6, Calif.
Executive-in-Charge.....J. W. Conrow

RADIO DAILY

DAILY. 1501 Broadway, New York 18, N. Y. Phone, WIsconsin 7-6336. John W. Alicoate, President & Publisher; Donald M. Mersereau, General Manager and Treasurer; Frank Burke, Editor; Marvin Kirsch, Vice-President and Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; West Coast Offices, 6425 Hollywood Blvd., Phone GLadstone 8436, Allen Kushner, Manager; Washington Bureau, Andrew H. Older, Chief, 6417 Dahlonega Road, Phone, Wisconsin 3271; Chicago Bureau, Herbert M. Kraus, 188 W. Randolph St., Phone, ANdover 3-6050.

RADIO-ELECTRONICS

(Formerly RADIO-CRAFT)
25 W. Broadway, New York 7, N. Y.
Phone: REctor 2-9690
Editor-in-Chief.....Hugo Gernsback
Managing Editor.....Fred Shunaman
Consulting Editor.....M. Harvey Gernsback
Technical Editor.....Robert F. Scott
Associate Editor.....R. H. Dorf
Production Mgr.....Angie Pascale
Technical Illustration Dir.,
Wm. Lyon McLaughlin
Advertising Mgr.....John Lamson
General Mgr.....Lee Robinson
Circulation Mgr.....G. Aliquo
Promotion Mgr.....Robert A. Fallath

Branch Offices
308 W. Washington St., Chicago 6, Ill.
Phone: RAndolph 6-7363
1127 Wilshire Blvd., Los Angeles 14, Calif.
Phone: MAdison 6-1271
Manager.....Raloph W. Harker
582 Market St., San Francisco 4, Calif.
Phone: GArfield 1-2841
Manager.....Ralph W. Harker

RADIO SHOWMANSHIP

1700 Walnut St., Philadelphia 3, Pa.
Phone: KIngsley 5-1494
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Editor.....Russell G. Carpenter
Circulation Mgr.....Kathryn R. McGiffney
Production Dir.....Ernest A. Cooper
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347 Madison Avenue New York 17, N. Y.

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1270 Sixth Ave., New York 20, N. Y.
Phone: CIrcle 7-5842

Publisher.....Alex H. Kolbe
Editor.....Nat Boolhack

RADIO TELEVISION LIFE

6361 Selma Ave., Hollywood 28, Calif.
Phone: HI 9275

Editor-Manager. .....Evelyn Bigsby
Assistant Editor.....Joan Buchanan
Circulation Manager.....Fred Brennwald
Office Manager.....Georgia Caywood

RADIO & TELEVISION NEWS

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Phone: ANdover 3-5200

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Real-life examples of

how to make a TIME sale

Example 1:

A large beer distributor using a list of New England stations carefully analyzed a SPONSOR round-up story titled "Beer on the Air." Result: it increased its radio appropriation 100% on every station over which it advertised.

Example 2:

A 50,000-watt station in North Carolina advertised an available daily program via a full page in SPONSOR. Result: the advertising manager of a large drug firm contacted his advertising agency and requested that they buy it. They did.

Example 3:

Two advertising agencies in a large city told an identical story. In both cases a client had curtailed radio advertising for the 1949 summer. In both cases the agency gave its client a copy of SPONSOR's summer-selling issue. Result: in one case $12,000 of radio advertising was reinstated; in the other $48,000 was reinstated in one area alone.

Example 4:

A station in Virginia had failed to dispose of its expensive baseball package and the season was about to start. Then the manager received his current SPONSOR containing an article on baseball sponsorship. Result: over the week-end he showed a prospect the SPONSOR "evidence" and landed his contract.

These are only several of the many scores of sales which have been reported to SPONSOR as a result of its "use value" concept of publishing. One third of all radio stations contacted during a thirty-day across-the-desk survey reported one or more sales that had come about, directly or indirectly, through the use of SPONSOR.

SPONSOR is 100% devoted to the use-interest of broadcast-minded agency and advertiser executives. Its paid subscriptions among broadcast-minded buyers is the largest in its field. Its pinpointed appeal, bright format, and easy-to-read pages insure intensity of readership. Whether your list permits only one magazine or several, SPONSOR is the buy.

SPONSOR

For Buyers of Radio and Television

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Publisher.....M. Clements
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1780 Broadway, New York 19, N. Y.
Phone: PLaza 7-3723
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Business Manager.....Julius Gordon
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Branch Office
3757 Wilshire Blvd., Los Angeles, Calif.
West Coast Rep.....John A. Basset

TELEVISION DAILY

DAILY. 1501 Broadway, New York 18, N. Y. Phone, WIsconsin 7-6336. John W. Alicoate, President & Publisher; Donald M. Mersereau, General Manager and Treasurer; Frank Burke, Editor; Marvin Kirsch, Vice-President and Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; West Coast Offices, 6425 Hollywood Blvd., Phone GLadstone 8436, Allen Kushner, Manager; Washington Bureau, Andrew H. Older, Chief, 6417 Dahlonega Road, Phone, Wisconsin 3271; Chicago Bureau, Herbert M. Kraus, 188 W. Randolph St., Phone, ANdover 3-6050. Published daily as a feature of Radio Daily, and periodically as a special edition.

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Assoc. Editor.....Earl Abrams
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Business Mgr.....Robert Codel

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Phone: FRanklin 2-5764
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Phone: EXecutive 4674
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Radio Editor.....Charles Sinclair
Advertising Dir....Kendrick Welles Diller
Sr. Assoc. Editor.....Milton Rich
Type of Publication: Daily.

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Manager.....Don Wilson
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Editor (Daily Variety).....Arthur Ungar
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Bureau Head.....Herman Lowe

FIRST, year after year . . .

WHEN it comes to station and network promotion to advertising executives responsible for national spot billings — TIDE, The Newsmagazine for Advertising Executives, is *first choice year after year.*

1947—TIDE 9% more pages than second publication*
1948—TIDE 25% more pages than second publication
1949—TIDE 37% more pages than second publication†

*The advertising press: TIDE, Advertising Age, Printers' Ink, Advertising Agency.
†First nine months of 1949.

TIDE not only consistently carries more pages of station and network advertising promotion, but its lead continues to increase.

MORE people have read more about radio and television in TIDE than in any other general advertising publication.

MAY we show you our special report on the effectiveness of national spot promotion in TIDE?

TIDE

The Newsmagazine for Advertising Executives
232 Madison Avenue — New York 16, New York

NETWORKS

NATIONAL

REGIONAL

NINETEEN FIFTY



It's still bargain day at WLW

The number of radio stations competing for listening within the WLW Merchandise-Able Area has increased from 153 in 1946 to 258 in 1949 . . . an increase of 69 percent.*

Nevertheless, during February-March, 1949, WLW received 20,046,400 Home Hours of Listening per week—compared to 20,315,137 during the same period in 1946 . . . a decrease of only 1.3 percent.*

Further, on a cost-per-thousand basis, WLW delivers advertising impressions at slightly more than half the cost of using a combination of the best local stations in each of the 21 major markets of WLW-Land.

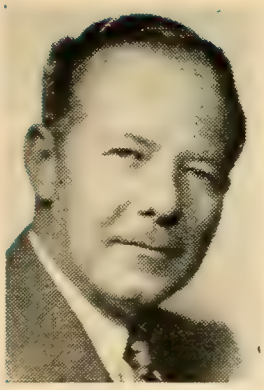
And that's why we repeat . . . it's still *Bargain Day* at The Nation's Station!

**Nielsen Radio Index*

WLW
the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION

American Broadcasting Company



MARK WOODS
Vice-Chairman
Bd. of Directors

TELEVISION must abandon the yoke of radio thinking. Television must tailor its cloth to fit its economic and technical needs.

Programming has improved tremendously during the past year. The critical judgment of those watching the televising of this year's Metropolitan Opera opening and comparing it to the television operatic opening of last season attests to this. To a large extent the belief that good radio programming automatically becomes good television programming is being abandoned. New ideas and new formats are being developed and tried constantly. But, all of this is worthless unless the industry solves its technical problems so that the widest possible audience can view television in the best possible manner.

•

There are two means by which this can be done. Constant improvement of signal for existing stations, and here the transfer of ABC's WJZ-TV transmitter to the Empire State Building is a case in point, and the creation of new television stations in areas where none now exist. The Federal Communications Commission also is considering the problem of increased power for existing stations. The creation of new stations is hindered by the lack of cable facilities and by the poor quality of transcribed programs available, even for existing stations which are unable to carry a great portion of their programs in the form of "live" pickups.

Radio, by constantly improving methods of transcription, has solved this problem. A transcribed program, preferably by tape recording, may be made at the time of the original broadcast or made and edited solely for future broadcasting, and cannot be distinguished from a live broadcast. To achieve this same technical quality in video recording is the immediate and most pressing problem facing the industry.

Video recordings are now made by an electronic-optical process on film. These recordings at the present time are the only means of providing certain areas an opportunity to see the better programs originating in New York, Chicago and Hollywood. Even with the contemplated expansion of coaxial cable facilities it is probable that for years to come many sections of the country must obtain their television fare in this manner if at all. And present video recordings leave much to be desired. Under the best of circumstances a non-technical viewer can distinguish between the program presented by video recording, the "live" program, and even the program from film especially made for television.

•

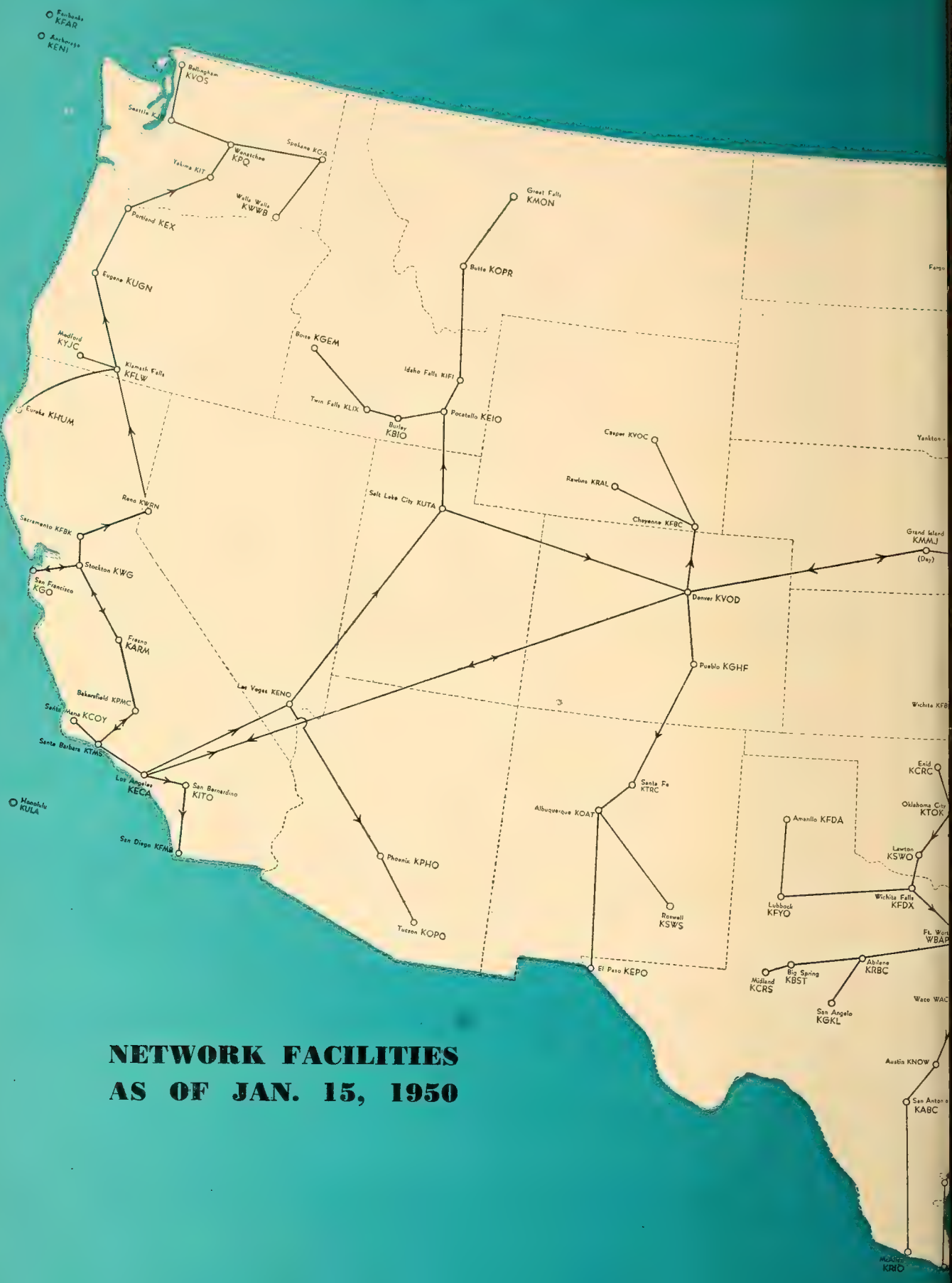
It is obviously impossible for all television stations now operating or planned to present one hundred per cent live programs. Two alternatives remain. Our existing methods of recording may be improved. ABC, which pioneered in the application of improved magnetic tape recording, currently is moving in this direction. But, at the same time, we are not convinced that this is the ideal method and are pioneering in two other directions—simultaneous motion picture filming, and the production of camera picture film especially for television.

The success that has greeted the televising of the "Lone Ranger" program, which is broadcast from film shot in Hollywood especially for television, amply testifies to the efficiency of this method.

•

The simultaneous motion picture filming of a program that is at the same time being presented "live" in some parts of the country, however, seems to be the ideal solution. The technical problems are tremendous. It is necessary to have a television camera, or a bank of cameras, in absolute synchronization with one or more film picture cameras. Technicians of the American Broadcasting Company, in cooperation with camera and electronic experts from other companies, are now working toward a solution of the technical difficulties. Legal and labor union problems also confront the television broadcaster. But, none of these problems are insurmountable.

AMERICAN BROAD

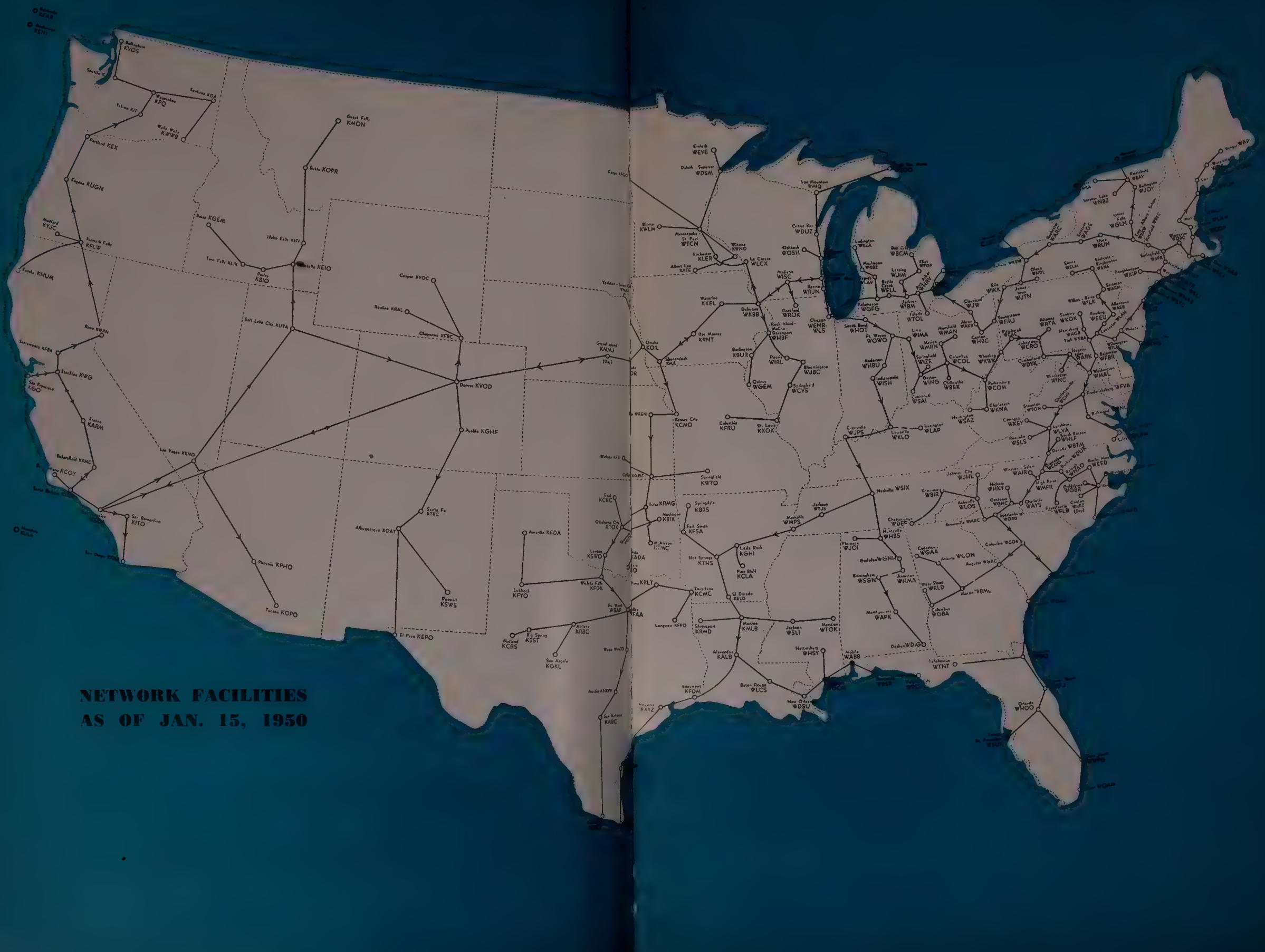


NETWORK FACILITIES
AS OF JAN. 15, 1950

CASTING COMPANY



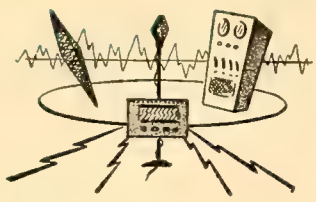
AMERICAN BROADCASTING COMPANY



NETWORK FACILITIES
AS OF JAN. 15, 1950

Detroit  is not only the world's  greatest automotive  center, it is also one of the nation's most important radio production centers.  And the center of Detroit's radio production is . . . . . .

TRENDLE-CAMPBELL ENTERPRISES, INC.



Because Trendle-Campbell originates eight (8) half hours of live programs for ABC. These are the nationally famous LONE RANGER  (Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m.) the CHALLENGE  of the YUKON (Monday-Wednesday-Friday, 5 to 5:30 p.m.) and the GREEN HORNET (Tuesday-Thursday, 5:00 to 5:30 p.m.) 

TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Stroh Building Detroit 26, Michigan



FRANK STANTON
President

Columbia Broadcasting System

IN A comprehensive volume such as this, there are many subjects that can properly be discussed; but rather than try to cover the entire field, I feel that the best contribution I can make is to discuss one subject specifically. And I have chosen Television Costs.

There is an impression that television costs are very high.

Very high in relation to what? Radio? Newspapers? Magazines? High in relation to a force of salesman making door to door sales calls?

Is a full page ad, say, in Life magazine, in four colors, a terribly high cost advertisement simply because the outlay is larger than the same page produced in black and white? The outlay is greater for color because the *results justify the more expensive production* treatment than mere black and white.

•

The same is obviously true of television. Television cannot and should not be compared to any other single advertising medium. The complicated and costly process which reproduces a moving image on a screen right in a man's living room is a brand new entry into the field of sales and advertising. Because of the characteristics inherent in it, there cannot be a direct comparison with radio—which appeals to the ear; nor with newspapers whose memory-jogging printed word also is simply one other characteristic provided by television; nor magazines whose scope and eye appeal characteristics are also present to an even greater degree in TV.

In other words, TV is combining all the advertising values of all other media—plus certain effects completely unique to television alone.

Let's consider a single advertiser in television.

The Lincoln-Mercury dealers sponsor Columbia's Toast Of The Town. Through this program, the Lincoln-Mercury people gain the effect of the most ideal car salesman imaginable making close to 4 million calls on family buying units in 30 or 40 different cities. Each of the nearly 4 million persons who willingly and voluntarily invite this salesman into their home each week is exposed to several demonstrations and sales talks of the Lincoln-Mercury cars under the best selling conditions.

That is what this advertiser is buying when paying the supposedly high cost of television. To be exact, it costs this sponsor about $4.00 to make a thousand of these hard-hitting demonstrations. Or about ½ cent per demonstration.

•

Do people remember what they see on television and do they act on it?

This same sponsor who pays only ½ cent each week to show off his car to a prospect has found out such results as this:

> A number of the most prominent New York dealers report that over 90 per cent of the persons who visited showrooms on a particular night did so because they were motivated by Toast Of The Town—on CBS-TV.

Television is a salesman making very effective calls on as many persons as the sponsor needs—at any time of the week he wishes. And instead of being costly—the medium offers its characteristics in almost every case at less than 1 cent per sales demonstration.

That is what the relatively large *initial* outlay is for in television—not the concepts which advertisers are accustomed to after years of using other established media, and in consequence, not the cost concept which advertisers are accustomed to.

But, television doesn't demand even high initial outlay. CBS-TV has programs in which the advertiser pays out as little as $1,000 per week and still makes his effective sales calls at less than 1 cent per thousand persons. In TV they are paying for *unique results.*

Last year may well be pointed to as the year of highest cost. In 1950, and in subsequent years, most indications point to a lowering of television budget necessities, when viewed in the light of cost per thousand and sales effectiveness.

COLUMBIA BROAD

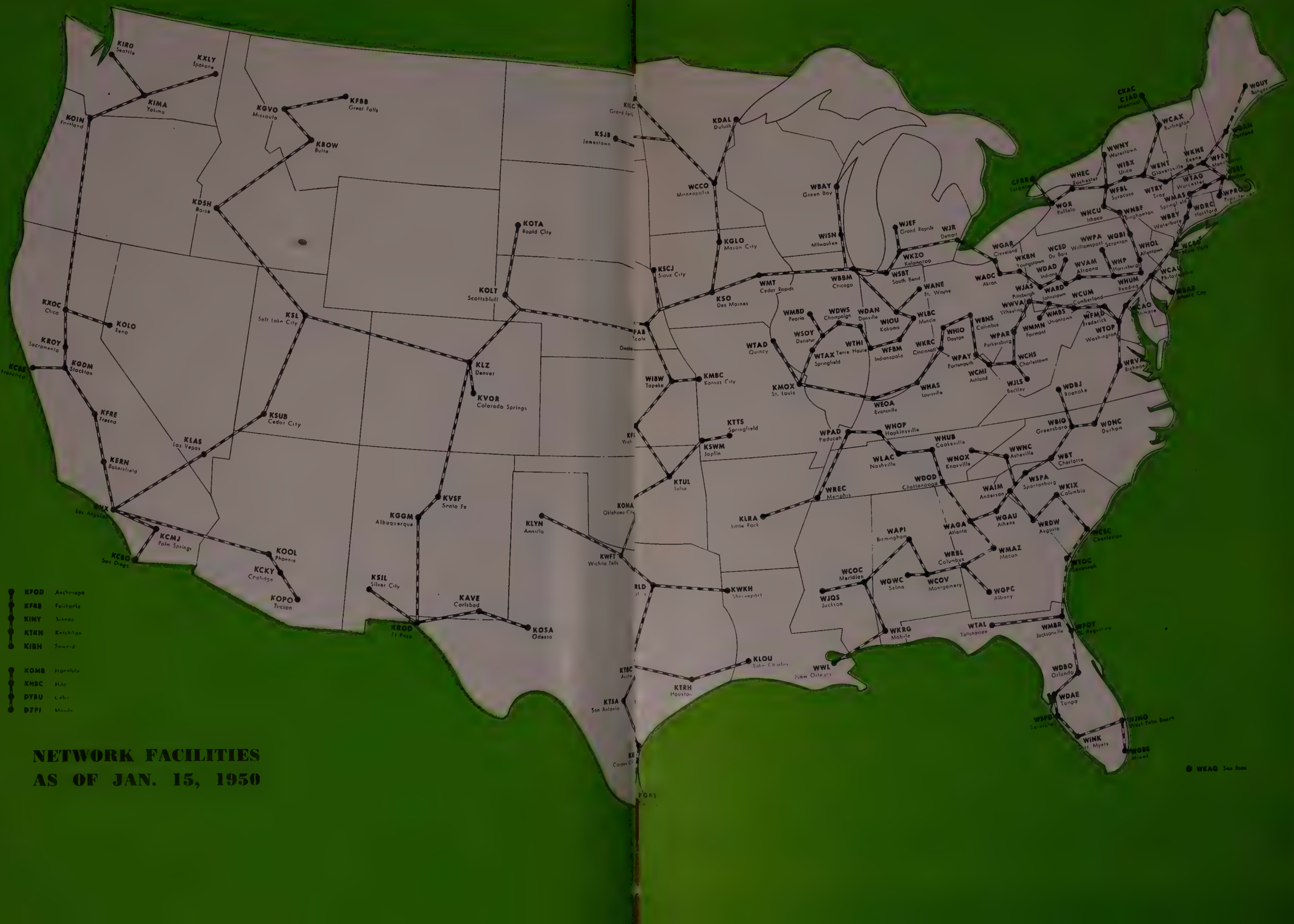


NETWORK FACILITIES AS OF JAN. 15, 1950

CASTING SYSTEM



COLUMBIA BROADCASTING SYSTEM



NETWORK FACILITIES
AS OF JAN. 15, 1950

COLUMBIA
Broadcasting System, Inc.

Executives and Staff

485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 5-2000

Registered Telegraphic Address—COLUMBIA NEW YORK

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WCBS, New York
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TV Station:
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Mutual Broadcasting System



FRANK WHITE
President

THE year just past has afforded broadcasters their first real insight into the probable future of this now dual industry: radio and television. Earlier prophets had found in their crystal balls the vision of one all-powerful telecasting medium and the attendant death of sound broadcasting within three to five years. The industry experience during these 12 months of 1949, however, has given a perspective to the picture which has caused most of these same prophets to temper their rather grim and glib predictions. Industry statisticians now point to a few pertinent figures to indicate the realities: that television homes in the United States number some 3 million while radio homes total close to 40 million; that even during this period of television's amazing progress, the number of *new* radio homes has outstripped television better than three to one; that, with all the 1949 emphasis on television, the country's set manufacturers produced three radio receivers for every video set.

•

As 1950 begins, we get a similar perspective on the transmitting end of radio and television. It is generally agreed that, for the next several years at least, television will be concentrated in the larger cities. By the end of 1950 or perhaps 1951, network TV will be available to about half the country's homes. But it will take a long, long time to reach the other half. Because the populations of hundreds of towns and cities are not large enough to support a local television station, radio will still be their main source of entertainment and information. This is a factor of special significance to the Mutual Broadcasting System because more than 300 of our 520 stations are the only network voice in town.

A glance at the history of advertising in America gives us a still broader perspective on the so-called battle between radio and television. No major communications medium has ever been destroyed by another. Newspapers did not kill the billboards, nor magazines the newspapers. Motion pictures and phonograph recordings thrived together; radio itself has far from bankrupted any of its predecessors. And now television? The older media will have to move over, as they have done before, but they will retain their roles in the nation's expanding economy.

This does not imply that there will be no competition between radio and television. Of course there will be—at times for the same audience and for the same advertising dollar. But we at Mutual have a continuing faith in the future of radio—a faith fortified by a constructive program to cope with the changing patterns of the industry.

•

Mutual has always been a different kind of network. Throughout 1950 and the years ahead, we plan to stress and emphasize these differences. They contribute heavily to Mutual's strength and we plan to make the most of them. They add up to a plus in dollars for the Mutual advertiser, a broader and yet more intimate service to our listeners.

•

Mutual's second difference complements the first. Here — and on no other network — the advertiser can, at no extra cost, tell his customers *where* to buy what he is selling, as well as why. The Mutual plan of free cut-ins provides localized messages identifying dealers in each station-town by name and address.

•

The third difference is the maximum flexibility of Mutual's facilities. Advertisers are finding it increasingly important to adapt their radio coverage more closely to their individual marketing patterns but conventional network lineups rarely conform to sales geography.

Mutual's fourth difference: the highest per dollar return in all network radio.

The fifth point of difference: Mutual offers the lowest costs, hook-up by hook-up, of all the networks. Our latest rate-card makes it possible for an advertiser to buy the proven benefits of coast-to-coast radio — and still save enough to explore the high promise of television, too.

MUTUAL BROAD

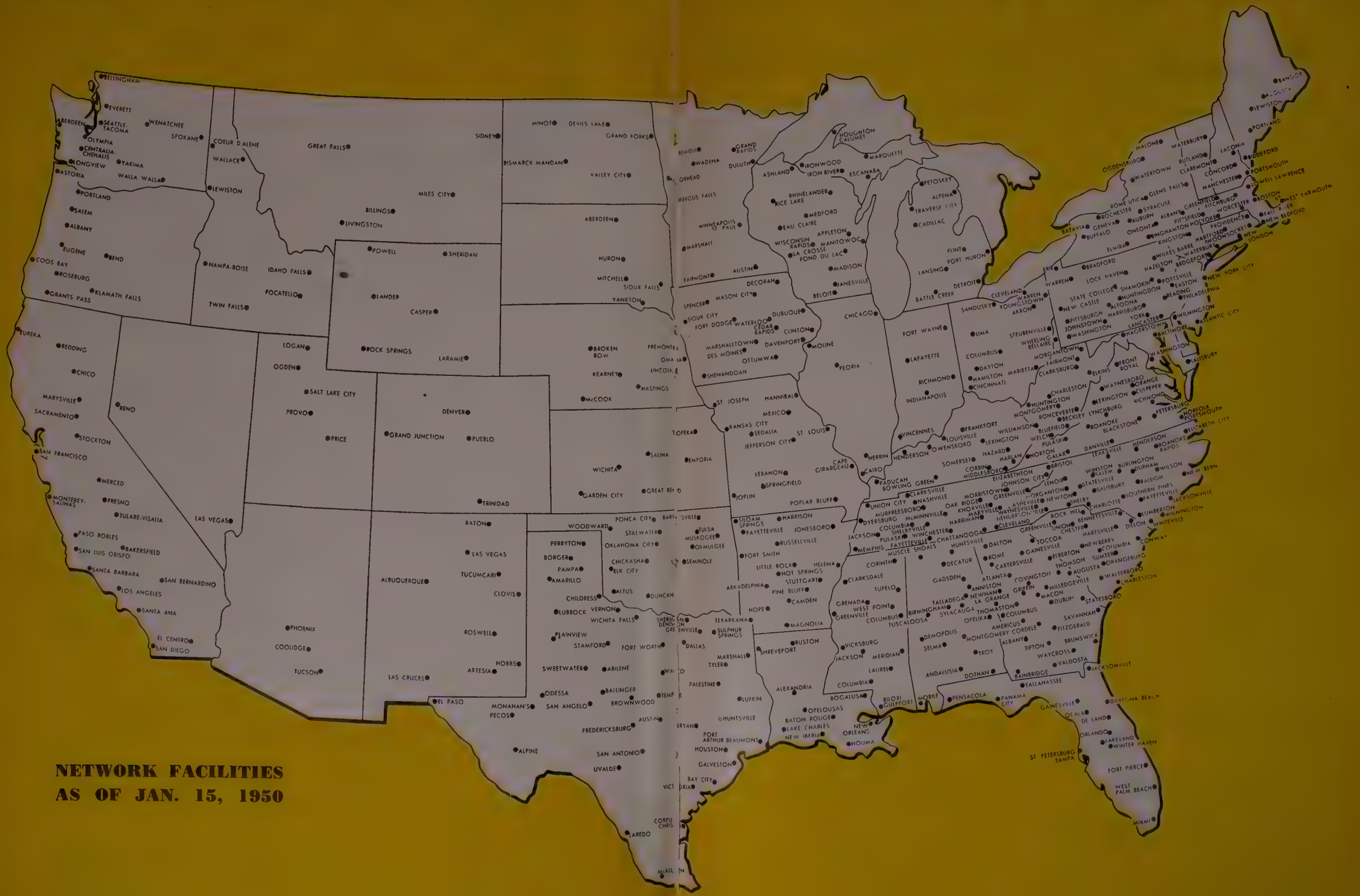


NETWORK FACILITIES
AS OF JAN. 15, 1950

CASTING SYSTEM



MUTUAL BROAD CASTING SYSTEM



NETWORK FACILITIES
AS OF JAN. 15, 1950

MUTUAL
Broadcasting System

Executives and Staff

1440 Broadway, New York 18, N. Y.
Phone, PEnnsylvania 6-9600

Executive Personnel

Board of Directors

Theodore C. Streibert.....WOR, Chairman
Thomas O'Neil....Yankee Network, Vice-Chmn.
E. M. Antrim .....WGN
Willet H. Brown.....Don Lee
J. E. Campeau.....CKLW, Detroit
Benedict Gimbel, Jr. .....WIP, Philadelphia
J. R. Poppele .....WOR
Frank Schreiber .....WGN
Linus Travers ..... Yankee Network
Lewis Allen Weiss.....Don Lee
Frank K. White.....MBS, New York

Officers

Frank White ..... President
E. M. Antrim .....Chicago, Secretary
James E. Wallen .....New York, Treasurer
William H. Fineshriber, Jr...V.P. in Chg. of Prog.
Adolph N. Hult.....Vice-Pres. in Chg. of Sales
Robert A. Schmid..Vice-Pres. in Charge of Adv., Planning & Research
A. A. Schechter
Vice-Pres. in Chg. of News, Spec. Events & Press
E. M. Johnson, Vice-Pres.
in Chg. of Sta. Rela. & Engineering

Legal Counsel

Louis C. Caldwell, Keith Masters,
Andrew C. Hamilton....of Kirkland, Fleming, Green, Martin and Ellis, Washington, D. C., and Chicago.
Leo Lauterstein and David Brown.....New York
Elisha Goldfarb .....MBS Counsel
Esterly Chase Page ..... Wash., Eng. Consultant

Departments and Divisions

EXECUTIVE OFFICERS

Frank K. White .....President
James E. Wallen..Treas., Controller & Asst. Secty.

Office Management

James E. Wallen .....Office Manager
Beatrice M. Marschner .....Personnel Director
Ruth Hendler .....Purchasing Agent
Gaile Dody .....Supervisor of Central Steno.
Sigrid Ramberg ...Supervisor of File & Reception

Program Department

William H. Fineshriber, Jr.
Vice-Pres. & Dir. of Programs
Adolph Opfinger .....Asst. Program Director

Eleanor Pearlson ..... Administrative Asst.
Harold Wagner..... Mgr. of Program Operations
B. J. Hauser ..... Dir. of Co-Op Program
Sally Raynor ... Asst. Director of Co-Op Program
Herbert Rice ..... Director of Production
Rocco L. Tito..... Ass't Dir. of Production
Edwin Otis..... Commercial Program Supvr.
Dorothy Kemble
Dir. of Continuity Acceptance & Religious & Educational Programs.
Marion Lennox
Asst. Dir. of Continuity Acceptance
Isabel S. Bisini.. Asst. Dir. of Religious Programs
Ada Lusardi ..... Supervisor of Program Traffic
John Newhouse, Hugo Seiler
Night Program Supervisors
Idella Grandlay ..... Day Program Supervisor

News, Special Events and Press

A. A. Schechter..... Vice-President
Milton Burgh ..... Director of News
Arthur Feldman..... Director of Special Events
Paul Jonas.... Dir. of Sports & Music Clearance
James E. O'Bryon..... Director of Publicity
Francis X. Zuzulo..... Asst. Director of Publicity
Robert Wilson..... Exploitation Manager
John Skinner ..... Editor-In-Chief
Harold Gold..... Broadcast News Editor
Maria Caterine..... Photo and Fashion Editor
Harold Algus..... Syndicate Contact & Writer

Station Relations & Engineering

E. M. Johnson..... Vice-President
Charles Godwin..... Southern Mgr.-Station Rel.
Robert Carpenter..... Eastern Mgr.-Station Rel.
Roy Danish..... Western Mgr.-Station Rel.
Ruth Jaffe..... Supervisor of Station Traffic
Robert O'Connor... Mgr. of Station Information
Leslie Learned..... Chief of Engineering Traffic
James Chapman.... Supt. of Engineering Traffic
Margaret Riordan.. Sup. of Wire Communications
Lewis Tower..... Chief Facilities Engineer
Margaret Maloney..... Telephone Supervisor

Advertising, Planning and Research

Robert A. Schmid..... Vice-President
Harold Coulter..... Director of Promotion
James Tyler..... Manager of Adv. & Prom.
William Fairbanks. Mgr. Presentations & Planning
Richard Puff..... Director of Research
Paul Benson..... Asst. Director of Research
F. Carleton McVarish.... Mgr. of Audience Prom.
Arnold Roston..... Art Director
Winifred Hall..... Production Supervisor

Sales Department

Adolf N. Hult..... Vice-President
Sidney P. Allen..... Asst. to V.P.
D. R. Buckham..... Eastern Sales Manager
Alma Graef..... Manager of Sales Service
Torrence Danley..... Manager of Sales Traffic
Minnie Antrim..... Service Representative
Eda Purcell..... Manager of Contract

Accounting Department

George Ruppel..... Assistant Controller
Richard Groome..... Auditor
George Westby..... Budget Director
Madeline Pellinger..... Supervisor of Affidavit

Chicago Staff

Carroll Marts..... Sales Manager
Dorothy Reynolds.... Midwest Sales Service Mgr.
Myrtle Goulet.... Office Mgr. & Program Traffic
George Herro..... Dir of Prom. & Publicity

Washington Staff

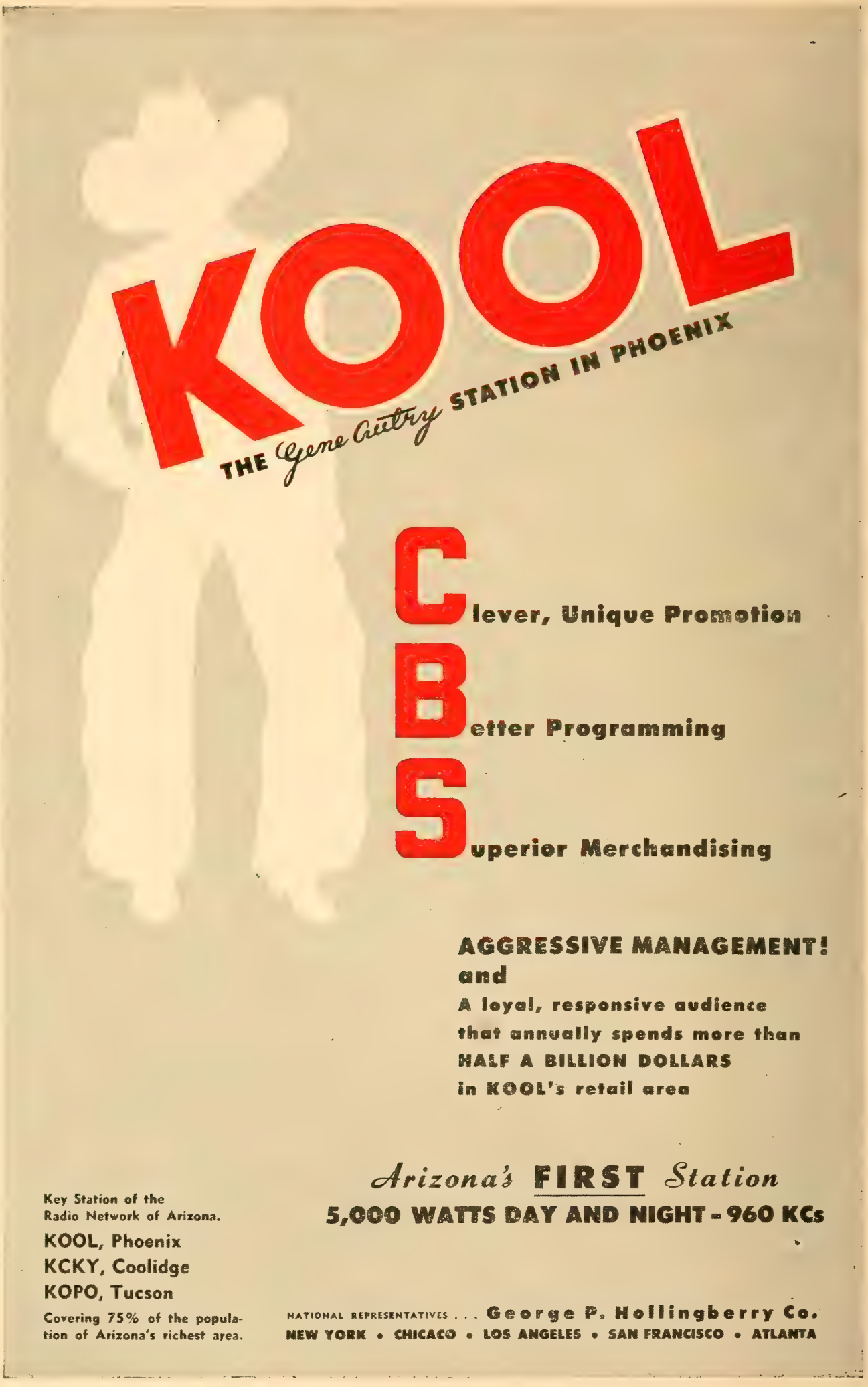
Hollis Seavey... Washington Program Coordinator
William Hillman..... Presidential Corres.

Philadelphia Staff

Howard Cann... Philadelphia Sales Representative

Hollywood Staff

Ned Tollinger..... Program Mgr.
Harriet Crouse..... Publicity Dir.


KOOL
THE Gene Autry STATION IN PHOENIX
CBS
Clever, Unique Promotion
Better Programming
Superior Merchandising
AGGRESSIVE MANAGEMENT!
and
A loyal, responsive audience
that annually spends more than
HALF A BILLION DOLLARS
in KOOL's retail area
Arizona's FIRST Station
5,000 WATTS DAY AND NIGHT - 960 KCs
Key Station of the
Radio Network of Arizona.
KOOL, Phoenix
KCKY, Coolidge
KOPO, Tucson
Covering 75% of the population of Arizona's richest area.
NATIONAL REPRESENTATIVES . . . George P. Hollingberry Co.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA

National Broadcasting Company



J. H. McCONNELL
President

RADIO broadcasting reached new economic levels in 1949, and during the past year television has made unprecedented advances alongside the older art of sound. The prospects for these two broadcast services in 1950 are bright. As entertainment media, they will continue to serve the American public well. As advertising media, they complement each other. Only by using radio and television can the advertiser reach all of the people of the United States—something he cannot do by the use of any other medium.

The very growth of television is a challenge to radio to make the most of its capacities and to realize fully its great potential.

This growth will continue at an increasing pace. The number of television receivers in the hands of the public will grow by leaps and bounds and television facilities will also expand. At the beginning of 1949, NBC had an interconnected television network of only seven stations on the East Coast. By December 1, the NBC interconnected network had increased to twenty-six stations which, together with twenty-seven non-interconnected stations, brought NBC service to thirty-two states — and to an area containing upwards of 60 per cent of the nation's population.

•

Television will also grow in program skills and production know-how. At NBC, television is now "on its own," with its own studios, engineers, newsmen, talent scouts, sales force and financial set up. It will develop new sales patterns and will sell billions of dollars worth of goods and services. And ultimately television will be profitable, with several video broadcasters already reporting a small profit from operations.

Radio, however, will continue as a great force of entertainment for people of all ages, with basic advantages as an advertising medium.

Radio covers all markets. It can reach over 94 per cent of the families in this country and there are an additional twenty million sets in cars, out of doors and in public places. Radio has been getting bigger, with more than five million families added to the radio population in the last three years. It is the most economical of all media, and a better buy than ever before. In the past ten years, the NBC network cost-per-thousand has decreased 23 per cent, while during the same period daily newspapers have increased 7 per cent, and one of the largest weekly magazines has increased 17 per cent in cost-per-thousand.

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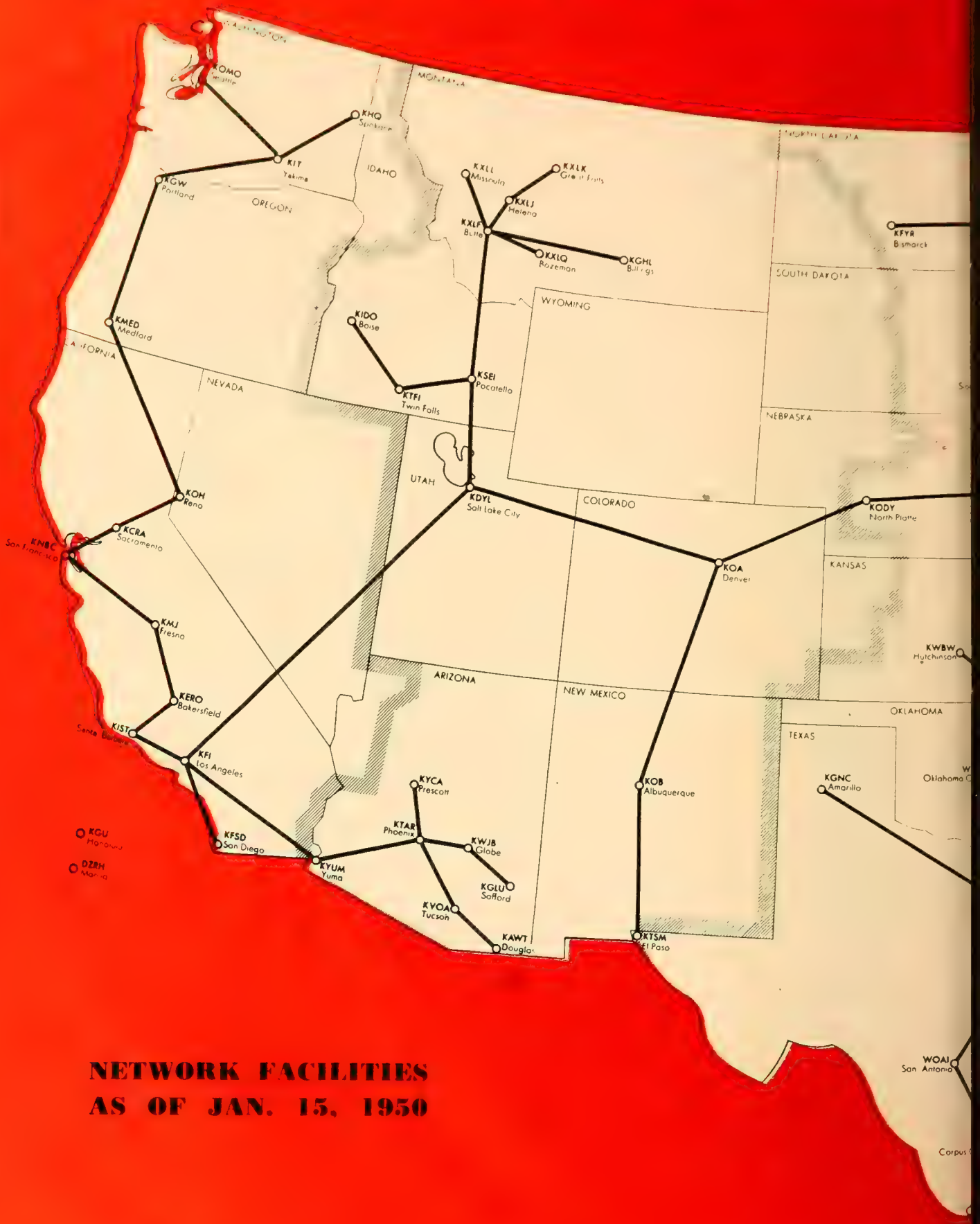
With these advantages, radio has nothing to fear so long as it makes the most of its opportunities. It will always have a substantial audience if it is alert in meeting the public's requirements for entertainment and information. With such a mass audience, radio will continue to enjoy advertising support. But it cannot hide its light under a bushel. Radio must tell the advertisers of America its full story—and it must develop new merchandising and sales techniques to meet changing requirements.

As long as radio faces its challenge and does a real job, it will not be displaced by any other medium of entertainment or advertising. Radio itself did not replace older advertising media, but stimulated them to greater growth. Between 1928 and 1948, while radio established itself as a basic advertising medium, the national advertising revenues of magazines and newspapers increased by over $400,000,000. The telegraph was not banished by the telephone; wireless has not eliminated the cables; the phonograph was not killed by radio; and the movies did not destroy the theatre.

•

As a new and dynamic medium, television itself will create new demands for goods, with greater business volumes and increased sales opportunities. Radio has an opportunity for a larger scope of service in 1950 and it will realize that opportunity. Teamed, it will do an unparalleled job for the American economy.

NATIONAL BROAD

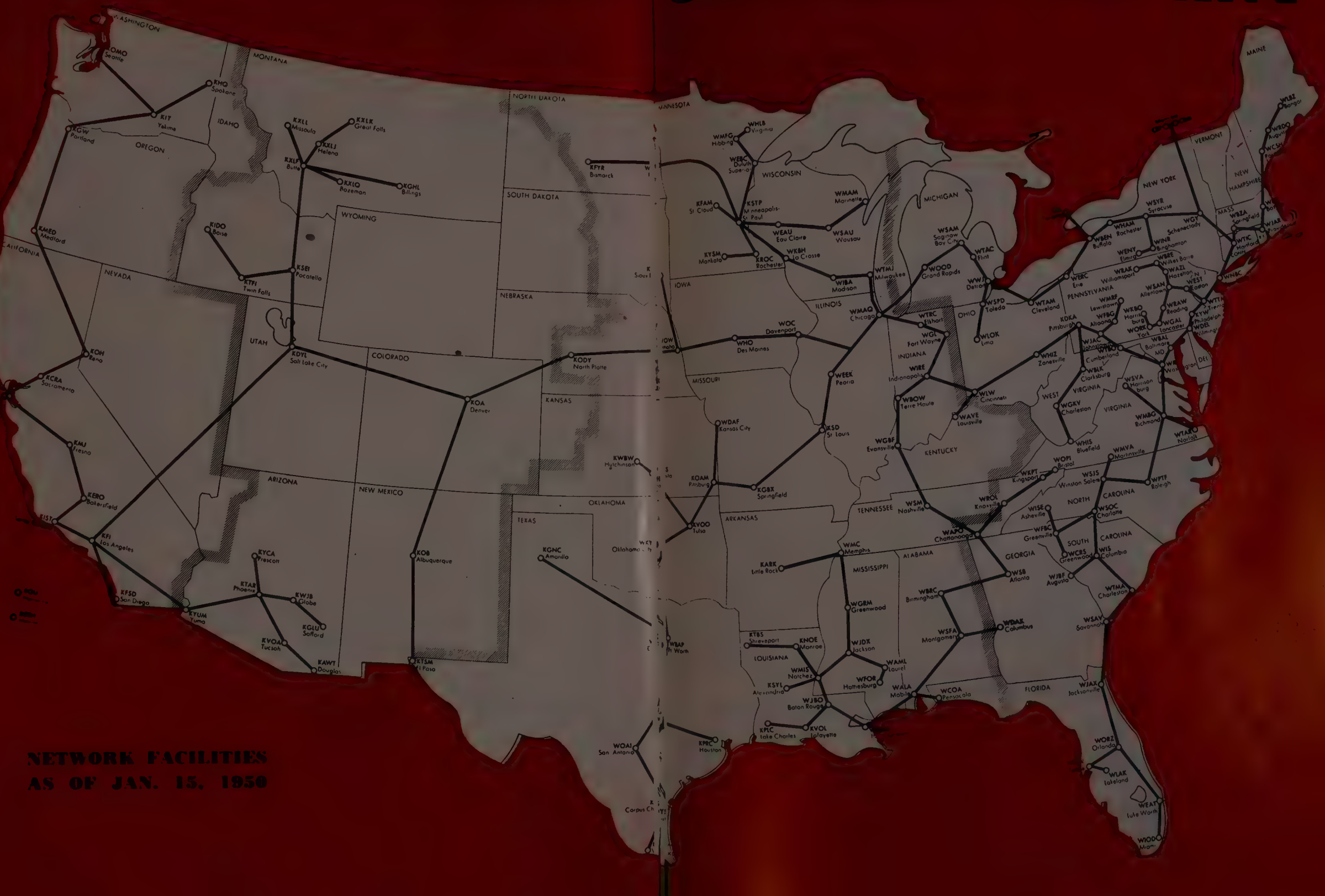


NETWORK FACILITIES
AS OF JAN. 15, 1950

CASTING COMPANY



NATIONAL BROADCASTING COMPANY



NETWORK FACILITIES
AS OF JAN. 15, 1950

NATIONAL
Broadcasting Company

30 Rockefeller Plaza 20, New York City
(Telephone number, CIrcle 7-8300)
Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

Niles Trammell, Chairman of the Board

Arthur E. Braun
John T. Cahill
Charles R. Denny
Gano Dunn
Frank M. Folsom
George L. Harrison
Harry C. Ingles
Charles B. Jolliffe
Joseph H. McConnell
Edward F. McGrady
Edward J. Nally
Brig. Gen. David Sarnoff

Officers

Niles Trammell.....Chairman of the Board
Joseph H. McConnell.....President
Charles R. Denny.....Executive Vice President
Harry C. Kopf.....Administrative Vice President
Edward Madden.....Asst. to Pres.
Sylvester Weaver.....Vice President
John H. MacDonald.....Administrative Vice President
Sidney N. Stotz.....Administrative Vice President
William Brooks.....Vice President
Sydney Eiges.....Vice President
Charles P. Hammond.....Vice President
O. B. Hanson.....Vice President
William S. Hedges.....Vice President
Gustav B. Margraf.....Vice President & General Attorney
John F. Royal.....Vice President
Frank M. Russell.....Vice President
I. E. Showerman.....Vice President
Victor T. Norton.....Vice President
H. F. McKeon.....Controller
R. J. Teichner..Treasurer & Assistant Secretary
Lewis MacConnach.....Secretary
Wayne Mason.....Assistant Secretary

DEPARTMENTS AND DIVISIONS

Executive Officers

Joseph H. McConnell.....President
Charles R. Denny.....Executive Vice President
John H. McDonald..Administrative Vice President in Charge of Finance
William Hedges..Vice President in Charge of Planning and Development
John A. Royal.....Vice President
David C. Adams.....Assistant to the Executive Vice President
George McGovern.....Rate Specialist
Albert Walker.....Executive Assistant
William Burke Miller..Night Executive Officer
James Gaines....Dir. of Owned & Oper. Stations

Advertising and Promotion

James Nelson...Director Advtg. & Prom. for TV
Charles P. Hammond
Director Advtg. & Prom. for Radio

Budget

John Tiedeman.....Budget Officer

Continuity Acceptance Department

Stockton Helffrich.....Manager

Controllers Department

Harry F. McKeon.....Controller
Harold M. Kelly.....Assistant Controller
Hugh R. McGeachie.....Assistant Controller

Engineering Department

O. B. Hanson..Vice President and Chief Engineer
George McElrath.....Director of Engineering Operations
William A. Clarke.....Administrative Assistant
Joseph D'Agostino.....Liaison Engineer
Raymond F. Guy.....Manager, Radio and Allocations Engineering
George N. Nixon.....Manager, Engineering Development
Chester A. Rackey..Manager, Audio and Video Engineering
Thomas H. Phelan..New York Division Engineer
James Wood....Manager of Technical Services

General Service Department

Edward M. Lowell.....Director
Walter E. Giebelhaus.....Manager of Building Maintenance Division
Helen Davis.....Manager of Office Services Division

Guest Relations

Peter M. Tintle.....Manager
Joseph Phillips..Assistant Manager in Charge of Reception Division
Alton Porter..Assistant Manager in Charge of Tours Division
James Van Gaasbeck.....Assistant Manager in Charge of Ticket Division

Legal Department

Gustav B. Margraf..Vice President & General Attorney
Robert P. Myers....Assistant General Attorney
Thomas E. Ervin....Assistant General Attorney
George H. Halbert.....Senior Attorney
John V. Shute.....Senior Attorney
John P. King.....Attorney
Paul B. Lynch.....Attorney
Cahill, Gordon, Zachry & Reindel.....Counsel (New York & Washington)

National Spot Sales Department

James V. McConnell.....Director
John de Russy.....Manager
Jacob Evans.....Promotion Manager

Network Sales Department

Harry C. Kopf.....V.P. for Sound Bcstg.
George Frey.....Dir. of TV Sales
Walter Scott.....Eastern Sales Mgr. for Radio
Ed Hitz.....Eastern Sales Mgr. for TV
Sackett Miles....Mgr. Sales & Service for Radio
Frank Reed.....Mgr. Sales & Service for TV

News and Special Events Department

William F. Brooks.Vice President in Charge Radio
Francis C. McCall..Director of News & Special Events
Adolph J. Schneider..Director of TV News & Special Events
Joseph O. Meyers..Manager of Radio Operations

International Division

Cal Abraham..Station Liaison & Public Relations Director

Personnel Department

Ernest de la Ossa.....Director
Theodore Thompson.....Manager
Edmund Souhami..Labor Relations Assistant to the Director
Doris Ann.....Employment Manager
Donald Bogert.....Employee Service Manager
William Rodin....Records & Research Manager

Press Department

Sydney Eiges.....Vice President in Charge
Josef Dine.....Director
Sam Kaufman.....Special Services Manager
Allan Kalmus.....Tele. Manager
Michael Dann.....Trade Editor
Leo Hershdorfer.....Feature & Copy Editor
Leonard Meyers.....Music Editor
Sidney Desfor.....Photo Editor
Don Bishop.....Magazine Editor
Ursala Halloran.....Column Editor
Anita Barnard .....Information

Program Department

Thomas C. McCray..National Program Director
Arch Robb.....Operations Manager
Leslie Harris...Assistant National Program Dir.
Mitchell Benson..Administrative Assistant; Co-ordinator of New Package Programs
Mary Cooper.....Supervisor of Booking Office
Allin Robinson.....Night Program Manager
Patrick J. Kelly.....Manager of Announcers
Samuel Chotzinoff.....General Music Director
James Kovach.....Manager Production Div.
Richard McDonagh.....Executive Producer
Joel Hammil.....Manager, Literary Rights & Material Review
Bill Stern.....Director of Sports
Frederick Knopfke....Manager of Sound Effects
Wade Arnold..Assistant to the Program Director in Charge of Special Programs
Van Woodward.....Mgr. Script Div.

Public Affairs and Education Department

Sterling Fisher.....Manager
Doris Corwith....Director of Talks & Religious Broadcasts
Margaret Cuthbert....Director of Public Affairs
Jane T. Wagner.....Director of Education

Radio Recording Department

Charles G. Hicks...Comm. Recording Sales Mgr.

Research Department

Hugh M. Beville, Jr.....Director
Barry T. Rumple.....Manager

Stations Departments

Easton C. Woolley.....Dir. Sta. Rel. for Radio
Sheldon Hickox.....Dir. Sta. Rel. for TV

Traffic Department

Harry A. Woodman.....Manager

Television Department

Sylvester L. Weaver . . Vice President in Chg. of Television

OPERATIONS

Carleton D. Smith . . . Director of TV Operations
John T. Williams . Asst. to the Director of TV Operations
Fred Shawn . . Manager of Operations
J. Robert Myers . . . . . TV Controller
Leslie C. Vaughan . TV Cost & Billing Manager
Joseph Berhalter . . . . . TV Budget Officer
Neil Knox . . . . . TV Personnel Supervisor
Russ Johnston . . . . . Director of Film Operations
N. Ray Kelly . . Assistant Director of Film Division
Robert E. Shelby . . . . Director of TV Engineering Operations
F. A. Wankel . . Asst. Director of TV Engineering Operations
Reid R. Davis . . . . . TV Operations Supervisor

PRODUCTION

Frederic W. White . . . . . Director of Production
Fred Coe . Manager of New Program Development
Carl Stanton . . . . Talent & Program Procurement Manager

SALES

Robert W. Sarnoff . . . . . Program Sales Mgr.

Transportation Department

Marie F. Dolan . . . . . Manager

Treasurers Department

Rudolph J. Teichner . . . . . Treasurer
William A. Williams . Assistant to the Treasurer
William D. Bloxham . . . . . Purchasing Agent

Owned & Operated Stations

James M. Gaines . . . . . Director of Owned and Operated Stations
Hamilton Shea . . . . . Controller

WNBC, WNBC-FM, WNBT Department

Thomas B. McFadden . . . . . Manager of WNBC, WNBC-FM, WNBT
Donald A. Norman . . . . . Assistant Manager
Harvey J. Gannon . . . . Program Manager, WNBC, WNBC-FM
John H. Reber . . . . . Program Manager, WNBT
John C. Warren . . . . . Sales Manager
Joseph Goodfellow . . . . . Account Executive
William Rich . . . . . Account Executive
Murry Harris . . Advertising & Promotion Manager
Richard Stahlberger . . . . Assistant Advertising & Promotion Manager
George Stevens . . . . . Sales Traffic Director
Earl Harder . . . . . Manager of AM Traffic
Catherine Formickella . . . . Manager of TV Traffic
Jay Heitin . . . . . News & Special Events Manager
Schuyler Chapin . . . . . Press Manager
Thomas Page . . . . . Farm Director
Clay Daniel . . . . . Production Manager
Marjorie Hutchison . . . . . Business Manager
Raymond C. Johnson . . . . . Promotion Writer
Winifred Schaefer . . Assistant to News & Press Managers

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBC, WNBC-FM	New York	Ownel and operated by NBC
WMAQ, WMAQ-FM	Chicago	Owned and operated by NBC
WRC, WRC-FM	Washington	Owned and operated by NBC
WTAM, WTAM-FM	Cleveland	Owned and operated by NBC
KNBC, KNBC-FM	San Francisco	Owned and operated by NBC
KOA, KOA-FM	Denver	Owned and operated by NBC
WNBT	New York (Television)	Owned and operated by NBC
WNBW	Washington (Television)	Owned and operated by NBC
WNBK	Cleveland (Television)	Owned and operated by NBC
WNBQ	Chicago (Television)	Owned and operated by NBC
KNBH	Hollywood (Television)	Owned and operated by NBC

AFFILIATED STATIONS—Interconnected Network

WBAL-TV, WBZ-TV, WBEN-TV, WNBQ, WNBK, WWJ-TV, WICU, WLAV-TV, WGAL-TV, WTMPJ-TV, WHHC-TV, WNBT, WPTZ, WDTV, WJAR-TV, WHAM-TV, WRGB, KSD-TV, WSPD-TV, WNBW, WDEL-TV.

Non-interconnected Network

KOB-TV, WSB-TV, WBRC-TV, WBTV, WLW-TV, WLW-C, WLW-D, WBAP-TV, KNBH, WAVE-TV, WMCT, WDSU-TV, WKY-TV, WOW-TV, KDYL-TV, KSTP-TV, KPIX, KING-TV, WSAZ-TV, KFMB-TV.

Central Division—Chicago

Merchandise Mart, Chicago 54, Ill.
Tel. Superior 7-8300
WMAQ, WMAQ-FM, WNBQ (TV)

I. E. Showerman . . . . . Vice President in Charge
John F. Whalley . . . . . Business Manager
Robert Guilbert . . . . . Manager of Continuity Acceptance
Howard Luttgen . . . . . Division Engineer
William Ray . . Manager of News & Special Events
Jack Ryan . . . . . Manager of Press
Frederick Jacobson . . . . . Program Manager
Judith Waller . . . . Public Affairs and Education Director
Oliver Morton . . . . Local & National Spot Sales Manager

Paul McCluer.....Network Sales Manager
A. W. Kaney.....Station Relations Manager
Jules Herbuveaux.....Tele. Manager
Paul Moore.....TV Engineering Operations Supervisor
Edwin S. Mills.....TV Program Manager
Eugene Hoge.....Central Div. TV Sales Mgr.

Western Division—Hollywood

Sunset Blvd. & Vine St., Hollywood 28, Calif.
Tel. 9-6161
KNBH (TV)

Sidney W. Stotz..Administrative Vice President in Charge of the Western Division
Lewis S. Frost..Assistant to the Vice President
Frank V. Dellett.....Auditor
Donald Honrath.....Manager of Continuity Acceptance
Alfred Saxton.....Western Division Engineer
Robert Howard..Nat. Spot Sales Mgr. West. Div.
Frank Berend.....Nat. Sales Mgr. West. Div.
Roger Sprague....Manager of News & Special Events Western Division
Leslie Raddatz..Manager of Press Western Div.
Homer Canfield....Prog. Mgr. Western Division
Helen Hall.....Act. Mgr. Sales Pro. & Adv.
Jennings Pierce....Manager of Public Affairs, Station Relations & Guest Relations
Henry Maas..Manager of Sales & Prog. Traffic
Harold Bock.....Manager of Tele. Operations
Wallace Boone.....Business Manager
Robert Clark....TV Eng. Operations Supervisor
Robert Brown.....TV Program Manager
Norman Blackburn.....Dir. West. Network TV Operations

WRC, WRC-FM, WNBW, Washington
Trans Lux Bldg., 14th St. & N. Y. Ave.
Washington 5, D. C.

Frank M. Russell....Vice President in Charge
William R. McAndrew....Assistant to the Vice President; General Manager
Mahlon Glascock.....Sales Manager
Eugene Juster.....Director of Programs
Donald Cooper.....Chief Engineer
Cassius Keller..Director of News & Special Events
Thomas Geoghegan..Manager of Advertising & Promotion
R. G. Coldenstroth..Auditor & Office Manager
Walter Royen.....Manager of Press
Ralph Burgin.....TV Program Manager
Charles Colledge....TV Engineering Operations Supervisor

NBC Stations Planning & Advisory Committee

Harold Essex....WSJS, Winston Salem, N. C.
Martin Campbell.....WFAA, Dallas, Texas
Clair McCollough.....WGAL, Lancaster, Pa.
Harry Bannister.....WWJ, Detroit, Mich.
Wiley Harris.....WJDX, Jackson, Miss.
Walter Damm.....WAMJ, Milwaukee, Wis.
Ed Yocum.....KGHL, Billings, Montana
Ewing Kelley.....KCRA, Sacramento, Calif.
Harold Burke.....WBAL-TV, Baltimore, Md.
John Outler.....WSB-TV, Atlanta, Ga.

FOR COMPLETE TV INFORMATION

SEE

TELEVISION YEAR BOOK

IN

THIS VOLUME

KEYSTONE Broadcasting System, Inc.

Offices

134 North LaSalle Street
Chicago 2, Illinois
STate 2-4590

580 Fifth Avenue
New York 19, New York
PLaza 7-1460

Officers & Directors

Executive Vice-President ..... Naylor Rogers
Vice-President (Director) ..... Arthur Wolf
Vice-President (Director) ..... Joseph Bayer
Secretary-Treasurer (Director) ..... Sidney J. Wolf
Assistant Secretary (Director) ..... William Bayer

New York

580 Fifth Avenue

Eastern Sales Manager ..... Noel A. Rhys
Office Manager ..... Eve Bannier
Research Director ..... James A. Yergin

Chicago

134 North LaSalle St.

Exec. Vice-President ..... Naylor Rogers
Secretary-Treasurer ..... Sidney J. Wolf
Special Representative ..... Edwin R. Peterson
Account & Office Manager ..... Elizabeth M. Jacobs
Director of Station Relations ..... Emma G. Rogers

☆

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 385 affiliated stations. This is the only national network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and twenty-five words in length. Keystone makes its facilities available nationally or in selected groups.

REGIONAL NETWORKS

Alaska Broadcasting System

CBS
830 Securities Bldg., Seattle 1, Wash.
Phone: Seneca 6333

PERSONNEL

General Manager.....William J. Wagner
Secretary & Treasurer.....I. F. Wagner
Washington Attorney.....Philip M. Baker
Chief Engineer.....W. R. Nichols
Seattle Manager.....Ernest Spink
Attorney.....Warren Cuddy

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Kenneth Laughlin, Station Mgr.; Station KTKN, Ketchikan, Thomas J. Durant, Station Mgr.; Station KINY, Juneau, John Ashbaugh, Station Mgr.; Station WFRB, Box 950, Fairbanks, James Fletcher, Station Mgr.; Station KIBH, Box 250, Seward, James B. Lawson, Station Mgr.; Station KIFW, Sitka, Alaska.

STATIONS

KFQD, Anchorage; KTKN, Ketchikan; KINY, Juneau; KFRB, Fairbanks; KIBH, Seward; KOQL, Anchorage; KIFW, Sitka, Alaska.

★

The Aloha Network

P. O. Box 1380, Honolulu, T. H.
Phone: 95295

PERSONNEL

Vice-Presidents.....R. M. Fitkin, J. E. Jaeger, C. J. Fern, E. J. Crane
Sales Manager.....L. R. Turner

STATIONS

KHON, Honolulu; KIPA, Hilo; KMVI, Wailuku; KTOH, Lihue.

★

Arizona Broadcasting System

(ABS Network)
711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161

PERSONNEL

General Manager.....Richard O. Lewis
Commercial Manager.....Bill Harvey
Promotion Manager.....Robert Pollard

STATIONS

KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe-Miami; KYCA, Prescott; KAWT, Douglas-Bisbee.

The Arizona Network

Radio Station KOY
836-838 N. Central Ave., Phoenix, Ariz.
Phone: 4-4144

PERSONNEL

Manager.....Albert D. Johnson
Program Manager.....John R. Williams
Commercial Manager.....John L. Hogg
KTUC Manager.....Lee Little
KSUN Owner.....Carlton W. Morris

BRANCH OFFICES

Station KTUC, Broadway & Tyndall, Tucson, Ariz.; Phone: 2-3344; Station KSUN, Lowell, Ariz., Phone: 3.

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Lowell.

NATIONAL REPRESENTATIVE

John Blair & Company

★

Arrowhead Network

WEBC Building, Duluth, Minn.
Phone: Melrose 2873

PERSONNEL

President .....Morgan Murphy
Gen. Mgr.....Walter C. Bridges
Mgr., Minn. Grp.—Nat. & Rgl. Sls. Mgr. Marlin E. Smythe
Sales Mgr. WMFG.....Oscar Peterson
Sales Mgr. WHLB.....Art Nelson
Mgr. WJMC .....Gregg Rouleau
Mgr. WEAU .....Harry Hyett
Mgr. WISC .....Ralph O'Connor
Arrowhead News Editor.....Earl Henton
Arrowhead Program Mgr.....Jack McKenna

BRANCH OFFICES

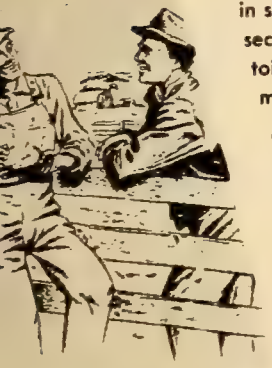
WEBC Building (WEFC), Duluth, Minn., Phone Melrose 2873, Mgr. Marlin E. Smythe; Androy Hotel (WMFG), Hibbing, Minn., Phone Hibbing 1150, Mgr. Oscar Peterson; Sixth Ave. & 17th St. (WHLB), Virginia, Minn., Phone Virginia 2000, Mgr. Arthur Nelson; 203 S. Barstow St. (WEAU), Eau Claire, Wis., Phone E. C. 6149, Mgr. Harry S. Hyett; 1615 S. Main St. (WJMC), Rice Lake, Wis., Phone R. L. 550, Mgr. Greg Rouleau; Commercial State Bank Bldg. (WISC), Madison, Wis., Phone Mad. 7-2588, Mgr. Ralph O'Connor.

STATIONS

WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia, Minn.; WJMC, Rice Lake; WEAU, Eau Claire; WISC, Madison, Wisc.


KBS
KEYSTONE
Talks "like-a-next-door-neighbor" to the
. . . THE DIRECT ROUTE TO BUYING INFLUENCE
IN AMERICA'S RICHEST MARKET . .
TO THE
RADIO TIME BUYER . . .
Only One Order Needed
One order is all you need to buy all 385 outlets of the bi
KEYSTONE NETWORK, or any part of it (down to as few as 2
stations spotted where you most need them)—and you will enjo
a lower rate on any combination you decide upon. Consu
our nearest representative for complete information.
KEYSTONE BROADCASTIN

Reaches the 14,427,017 Radio Families Whose Income Has More than Doubled in the Last 8 Years!

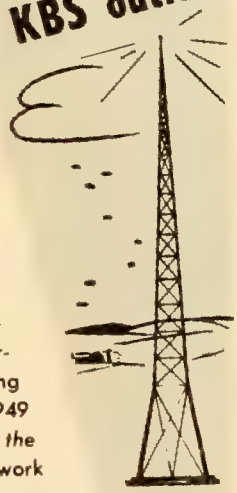


These are the "Backbone of America" families who live in small towns and on farms, in the richest agricultural sections of the country—people who buy breakfast foods, toilet articles, canned goods, household appliances and many other items *in greater quantities than any other people on earth!*

More than 88% of these families can be reached on the friendly, neighborly, *influential* KBS community level by *no other stations* than the local Keystone outlet.

BROADCASTING SYSTEM

40,000,000 radio listeners reached through the 385 KBS outlets



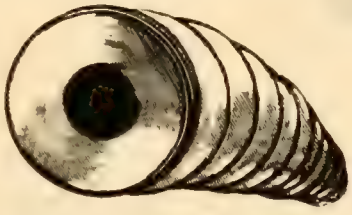
A market which represents 56% of all retail outlets and 43% of all retail sales!

Do you know that the 16,340 cities and towns of 25,000 population or less have *more than half* of all retail outlets and do *nearly half* of all the retail business? America's leading brand name manufacturers are becoming more keenly aware of these facts every day. In 1949 they spent *much more* on their radio advertising *at the local community level* than for either national network radio or national spot radio. Do these facts convey any special significance for *your* future radio advertising plans?

KBS is the ONLY established and growing Transcription Network covering small town and rural areas exclusively.

IN OPERATION SINCE 1940

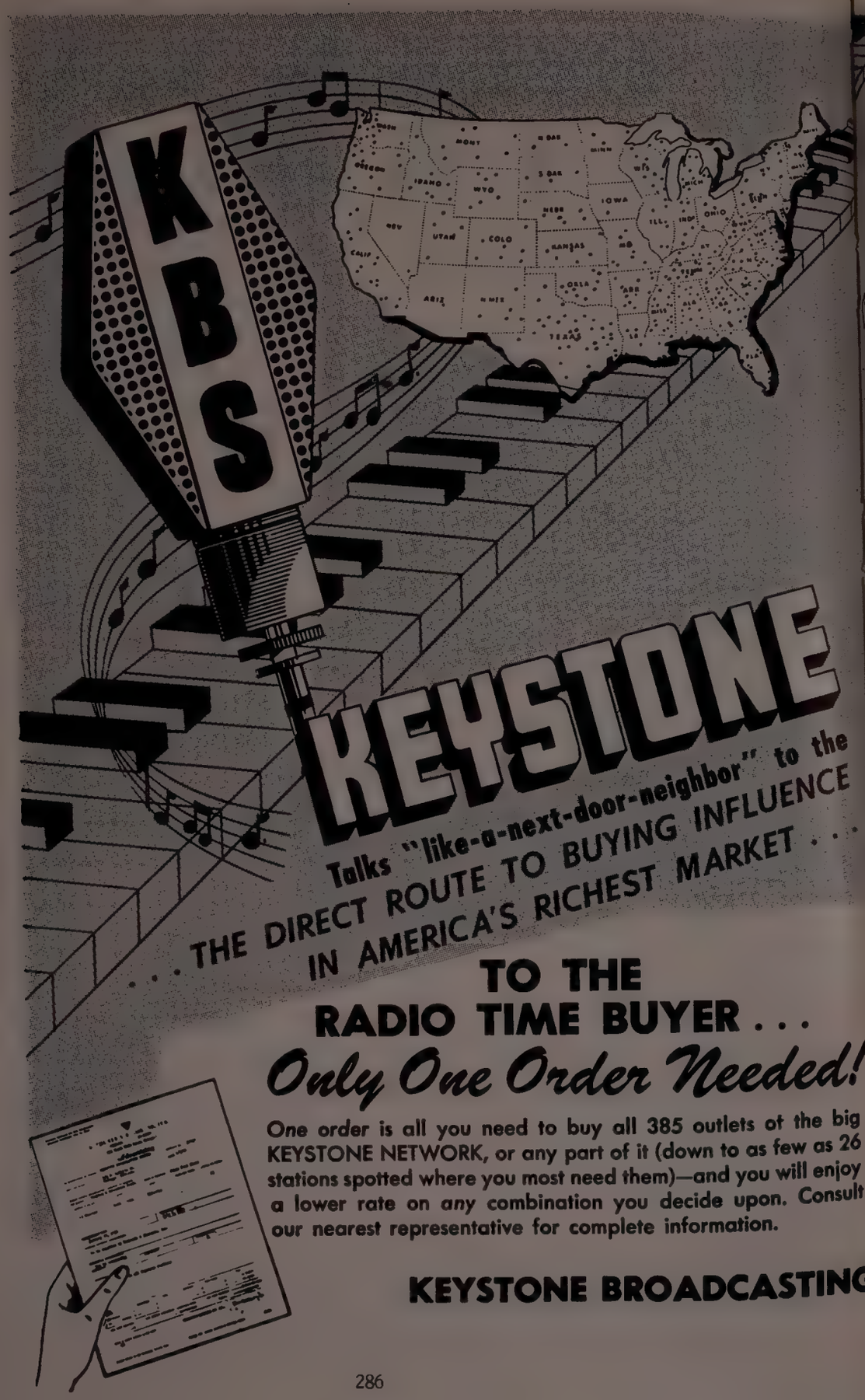
TO ADVERTISERS AND AGENCIES . . .



Keystone can effect many economies for you

You can furnish us with your own scripts or transcriptions, or we will help you in developing the right type of transcription or script for this market—and we will also cooperate in getting you the best time and the best show that your money can buy anywhere. Call your nearest Keystone representative to help you plan a "Keystone campaign for greater sales volume."

YSTEM, INC. New York 580 Fifth Ave. Phone PLaza 7-1460 **Chicago** 134 N. LaSalle St. Phone STate 2-4590



Talks "like-a-next-door-neighbor" to the

. . . THE DIRECT ROUTE TO BUYING INFLUENCE IN AMERICA'S RICHEST MARKET . . .

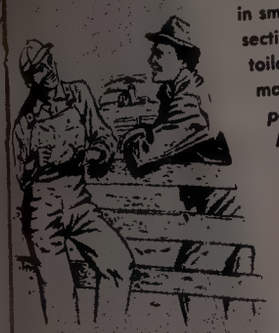
TO THE RADIO TIME BUYER . . .

Only One Order Needed!

One order is all you need to buy all 385 outlets of the big KEYSTONE NETWORK, or any part of it (down to as few as 26 stations spotted where you most need them)—and you will enjoy a lower rate on *any* combination you decide upon. Consult our nearest representative for complete information.

KEYSTONE BROADCASTING

Reaches the 14,427,017 Radio Families Whose Income Has More than Doubled in the Last 8 Years!



These are the "Backbone of America" families who live in small towns and on farms, in the richest agricultural sections of the country—people who buy breakfast foods, toilet articles, canned goods, household appliances and many other items *in greater quantities than any other people on earth!*

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KBS is the ONLY established and growing Transcription Network covering small town and rural areas exclusively.

IN OPERATION SINCE 1940

TO ADVERTISERS AND AGENCIES . . .



Keystone can effect many economies for you

You can furnish us with your own scripts or transcriptions, or we will help you in developing the right type of transcription or script for this market—and we will also cooperate in getting you the best time and the best show that your money can buy anywhere. Call your nearest Keystone representative to help you plan a "Keystone campaign for greater sales volume."

SYSTEM, INC. New York 580 Fifth Ave. Phone Plaza 7-1460 **Chicago** 134 N. LaSalle St. Phone STate 2-4590

Broadcasting Corp. of America

(Western Network)
P. O. Box 987, Riverside, Calif.
Phone: Riverside 6293

PERSONNEL

President & Gen. Mgr.....W. L. Gleeson

BRANCH OFFICE

483 E. St., San Bernardino, Calif., Phone: AB 5157, Gen Williams, V.P.

STATIONS

KPRO, Riverside; KPOR, San Bernardino; KREO, Indio; KROP, Brawley; KYOR, Blythe; KRPO, San Jose, Calif.

SUPPLEMENTS

KICO, Calexico; KPMO, Pomona; KNGS, Hanford; KVOE, Santa Ana; KSDO, San Diego; KFVD, Los Angeles; KUBA, Yuba City; KMAR, Bakersfield, Calif.

★

The Connecticut State Network, Inc.

555 Asylum St., Hartford 5, Conn.
Phone: 2-0237

PERSONNEL

President.....C. Glover DeLaney

STATIONS

WNAB, Bridgeport; WTHT, Hartford; WNHC, New Haven; WNLC, New London; WSTC, Stamford; WTOR, Torrington; WATR, Waterbury, Conn.

★

Don Lee Broadcasting System

1313 North Vine St., Hollywood 28, Calif.
Phone: Hudson 2-2133

PERSONNEL

Chair. Bd. of Directors....Lewis Allen Weiss
President.....Willet H. Brown
Secretary-Treas.....A. M. Quinn
Vice Pres. Chg. of Sales.....Ward D. Ingrim
Vice Pres. Chg. of Sta. Rel....Patrick Campbell
Sales Manager.....George Whitney
Sales Promotion Mgr.....Herbert Sonnenburg
Program Director.....J. Carlton Adair
Director of Operations.....Anthony J. LaFrano
Continuity Accept. Dir.....William Williams
News & Spec. Feature Dir....Les Mawhinney
Public Relations Dir.....Mark Finley
Publicity Dir.....James Parsons, Jr.
Program Promotion Dir.....Robert Hartnett
V.P. Chg. of Engring.....Walter Carruthers

STATIONS

KHJ, Los Angeles; KFRC, San Francisco; KAFY, Bakersfield; KHSL, Chico; KXO, El Centro; KIEM, Eureka; KYNO, Fresno; KMYC, Marysville; KYOS, Merced; KPRL, Paso Robles; KVCV, Redding; KXOA, Sacramento; KSBW, Salinas; KFXM, San Bernardino; KGB, San Diego; KVEC, San Luis Obispo; KVOE, Santa Ana; KDB, Santa Barbara; KXOB, Stockton; KCOK, Tulare, Calif.; KPOJ, Portland; KWIL, Albany; KAST, Astoria; KBND, Bend; KOOS, Coos Bay; KORE, Eugene; KUIN, Grants Pass; KFJI, Klamath Falls; KRNR, Roseburg; KSLM, Salem, Ore.; KVI, Seattle; KNEW, Spokane; KXRO, Aberdeen; KPUG, Bellingham; KELA, Centralia; KRKO, Everett; KWLK, Longview; KGY, Olympia; KUJ, Walla Walla; KWNW, Wenatchee; KYAK, Yakima, Wash.; KVNI, Coeur d'Alene; KRLC, Lewiston; KWAL, Wallace, Ida.; KATO, Reno, Nev.; KOOL, Phoenix; KCNA, Tucson; KCKY, Coolidge, Ariz.; KHON, Honolulu; KIPA, Hilo; KTOH, Lihue; KMVI, Wailuku, T. H.; KENI, Anchorage; KFAR, Fairbanks, Alaska.

★

Foreign Language Quality Network

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-0238

PERSONNEL

General Manager.....Claude Barrere
Sales Manager.....Irving Collin

A group of stations broadcasting in Italian, Polish and other languages in major language markets throughout the country, formed to facilitate obtaining information and planning of campaigns, purchases of time, etc. Listing incomplete at time of going to press.

★

Georgia Associations of Local Stations

Atlantan Hotel, Atlanta, Ga.
Phone: Alpine 5132

PERSONNEL

Sales Director.....Tom Carr

STATIONS

*WGLS, Atlanta-Decatur; WDEC, Americus; WGAU, Athens; WLBB, Carrollton; WBHF, Cartersville; WGAA, Cedartown; WMJM, Cordele; WMOC, Covington; WBLJ, Dalton; WDWD, Dawson; WMLT, Dublin; WBHB, Fitzgerald; WDUN, Gainesville; WKEU, Griffin; WFOM, Marietta; WIBB, Macon; WMVG, Milledgeville; WMGA, Moultrie; WROM, Rome; WFRP, Savannah; WWNS, Statesboro; WSFT, Thomaston; WKTG, Thomasville; WWGS, Tifton; WLET, Toccoa; WRQN, Vidalia; WAYX, Waycross; WRLD, West Point.

* Key Station

★

Georgia Major Market Trio

(Address any station or The Katz Agency)

PERSONNEL

General Manager (WAGA)....James E. Bailey
General Manager (WTOC).....W. T. Knight
General Manager (WMAZ).....Wilton E. Cobb

STATIONS

WAGA, Atlanta; WMAZ, Macon; WTOC, Savannah, Ga.

Georgia Quartet

c/o George P. Hollingbery Co.
307 N. Michigan Ave., Chicago, Ill.
Phone: ANdover 3-2636

BRANCH OFFICES

Whitehead Building, Atlanta, Ga., Dan Schmidt, Ill, Manager; 420 Lexington Ave., New York, N. Y., F. E. Spencer, Jr., Manager; 411 W. 5th St., Los Angeles, Calif., Harry H. Wise, Jr., Manager; 235 Montgomery St., San Francisco, Calif., Knox La Rue, Manager.

STATIONS

WGST, Atlanta; WRBL, Columbus; WRDW, Augusta; WSAV, Savannah.

★

Great Northern Broadcasting System

200 3rd Ave., N.W., Mandan, N. D.
Phone: 561

PERSONNEL

President.....M. M. Marget
Vice-President.....John B. Cooley
Secy. & Treas.....M. J. Reichert

STATIONS

KMHL, Marshall; KGDE, Fergus Falls; KNOX, Moorhead; KWLM, Willmar, Minn.; KGCX, Sidney, Montana; KOVC, Valley City; KNOX, Grand Forks; KDLR, Devils Lake; KLPM, Minot; KGCU, Mandan & Bismarck, N. D.

★

Intermountain Network

146 S. Main St., Salt Lake City 1, Utah
Phone: 4-3561

PERSONNEL

President.....George C. Hatch
Executive Vice-Pres.....Alvin G. Pack
Vice-Pres. Chg. of Sales.....Lynn L. Meyer
Vice-Pres. Chg. of Programs.....Jack Paige
Dir. of Engineering.....W. D'Orr Cozzens
Sales Service Dir.....Craig Rogers
Regional Account Exec.....W. W. Daynes
Office Manager.....Ernest W. Campbell

BRANCH OFFICES

Avery-Knodel, Inc., 565—5th Ave., New York, N. Y., Phone: PLaza 3-6513, Exec., Lewis H. Avery; Avery-Knodel, Inc., 333 No. Michigan, Chicago, Ill., Phone: And. 3-4710, Exec., J. W. Knodel; Avery-Knodel, Inc., Russ Bldg., San Francisco, Phone: Yucon 2-3877, Exec., David H. Sandeberg; Avery-Knodel, Inc., 315 W. 9th St., Los Angeles, Phone: Tucker 2095, Exec., Richard I. Hasbrook; Avery-Knodel, Inc., 120 Marietta St., N.W., Atlanta, Ga., Phone: Cypress 7545, Exec., Charles Coleman.

STATIONS

KALL, Salt Lake; KLO, Ogden; KVNU, Logan; KOVO, Provo; KOAL, Price; KSBC, Richfield; KSUB, Cedar City, Utah; KEYY, Pocatello; KID, Idaho Falls; KVMV, Twin Falls; KFXD, KFXD-FM, Boise-Nampa, Idaho; KOPR, Butte; KMON, Great Falls; KPRK, Livingston; KBMY, Billings; KRJF, Miles City, Montana; KVRS, Rock Springs; KOWB, Laramie; KOVE, Lander; KSPR, Casper; KWYO, Sheridan; KPOW, Powell, Wyoming; KRAM, Las Vegas, Nevada.

★

Iowa Tall Corn Network

407 5 St., Des Moines, Ia.
Phone: 2-0225

PERSONNEL

Executive Manager.....George W. Webber
Assistant Manager.....Jerry Smith
Office Manager.....Andrene P. Wennergren
President (KWCR).....Paul Millen
Vice-President (KICD).....Ben Sanders
Vice-President (KDTH).....Ken Gordon

STATIONS

KWCR, Cedar Rapids; KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KSTT, Davenport; KDEC, Decorah; KWDM, Des Moines; Keokuk; KFJB, Marshalltown; KICM, Mason City; KCOM, Sioux City; KICD, Spencer; KDTH, Dubuque; KVFD, Fort Dodge; KOKX, KAYX, Waterloo, Iowa.

★

Lone Star Chain, Inc.

1714 M & W Tower, Dallas 1, Tex.
Phone: Riverside 5663

PERSONNEL

President.....Harold V. Hough
Vice-President.....Fred Nahas
Secretary-Treasurer.....O. L. Ted Taylor
General Manager.....H. H. Dunavan

STATIONS

KEYS, Corpus Christi; KFDM, Beaumont; KFDX, Wichita Falls; KFYO, Lubbock; KGNC, Amarillo; KOSA, Odessa; KRGV, Weslaco; KROD, El Paso; KTBB, Tyler; KTBC, Austin; KTRE, Lufkin; KTSA, San Antonio; KTXL, San Angelo; KWKC, Abilene; KXYZ, Houston; WBAP-820, Fort Worth; WBAP-570, Fort Worth, Texas.

★

Maine Broadcasting System

157 High St., Portland 3, Me.
Phone: 2-0181

PERSONNEL

Manager.....William H. Rines
Sales Director.....Rudolph O. Marcoux
Technical Director.....Daniel H. Smith

BRANCH OFFICES

100 Main St., Bangor, Me., Phone: 6023, Edward E. Guernsey; 175 Water St., Phone: 2285, Augusta, Me., Jack S. Atwood.

STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO, Bangor, Me.

★

Michigan Radio Network

1700 Stroh Bldg., Detroit 26, Mich.
Phone: Woodward 3-8321

PERSONNEL

General Manager.....James G. Riddell
Sales Manager.....H. S. Christian
Dir. Adv. & Sales Prom.....Dean Linger

STATIONS

WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Saulte Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor.

★

New England Regional Network

26 Grove St., Hartford 15, Conn.
Phone: Hartford 2-3181

DIRECTORS

Chairman.....Paul W. Morency
J. B. Conley, John J. Boyle, William H. Rines.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company

★

Northwest Network

3415 University Ave., St. Paul W4, Minn.
3415 University Ave., S.E., Minneapolis 18, Minn.
Phone: PRior 2717

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Sales Manager.....Miller C. Robertson

STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc., WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

★

The Oklahoma Network

1800 West Main, Oklahoma City 2, Okla.
Phone: 3-8352

PERSONNEL

Managing Director.....Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa; KVSO, Ardmore; KTMC, McAlester; KSWO, Lawton.

NATIONAL REPRESENTATIVE

Taylor-Borroff & Co.

★

The Pacific Regional Network

6540 Sunset Blvd., Hollywood 28, Calif.
Phone: HIllside 7406

PERSONNEL

General Manager.....Cliff Gill
Sales Manager.....Ted MacMurray
Program Manager.....Dan Russell

STATONS

KFMV, Hollywood, key relay station for Southern Calif. Other affiliates offering complete AM & FM coverage of Calif. in process of organization for first state-wide commercial program April 16, 1950.

★

Radio Network of Arizona

Adams Hotel, Phoenix, Ariz.
Phone: 2-1748

PERSONNEL

General Manager — Charles H. Garland
Commercial Manager — George E. Agnew

BRANCH OFFICES

400 S. Main St., Coolidge, Ariz., Phone: 355, Wm. F. Parady, Gen. Mgr.; 115 W. Drachman St., Tucson, Ariz., Phone: 4-0431, E. S. Mittendorf, Gen. Mgr.

STATIONS

KOOL, Phoenix; KOPO, Tucson; KCKY, Coolidge, Ariz.

★

Rocky Mountain Broadcasting System

29 S. State St., Salt Lake City 1, Utah
Phone: 9-4322

PERSONNEL

President & Gen. Mgr.....Frank C. Carman
Vice-Pres. & Sales Mgr.....John Schile
Vice-Pres. & Program Dir.....Ray Fadel
Traffic Director.....Marie Fish

STATIONS

KGEM, Boise; KBIO, Burley; KIFI, Idaho Falls; KEIO, Pocatello; KLIX, Twin Falls, Ida.; KOPR, Butte; KOOK, Billings; KMON, Great Falls; KPRK, Livingston, Mont.; KELK, Elko; KENO, Las Vegas, Nev.; KUTA, Salt Lake City; KCSU, Provo; KVOG, Ogden, Utah; KFBC, Cheyenne; KVOC, Casper; KRAL, Rawlins, Wyo.

★

Rural Radio Network, Inc.

118 N. Tioga St., Ithaca, N. Y.
Phone: 3341

PERSONNEL

President .....H. L. Creal
Executive Secretary.....R. B. Gervan
General Manager.....M. R. Hanna
Ass't. Gen Mgr. Eng. & Sta. Rel...D. K. deNeuf
Sales Manager.....H. S. Brown
Program Supervisor.....M. K. Knapp
Farm Service Dir.....R. B. Child
Ass't. Chief Engineer.....T. R. Humphrey

BRANCH OFFICE

330 W. 42nd St., New York 18, N. Y., Phone: LO 3-4190, Sales Rep., Dr. Miller McClintock.

STATIONS

WHCU-FM, Ithaca; WFNF, Wethesfield; WVBT, Bristol Center; WVCN, DeRuyter; WVBN, Turin; WVCV, Cherry Valley; WSLB-FM, Ogdensburg; WFLY, Troy, New York.

Steinman Stations

8 W. King St., Lancaster, Pa.
Phone: 5251

PERSONNEL

Mgr. Dir.....Clair R. McCollough
Sales Manager.....J. Robert Gullick
Program Manager.....J. Gorman Walsh
Technical Director.....J. E. Mathiot

STATIONS

WDEL-AM-FM-TV, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.

NATIONAL REPRESENTATIVE

Robert Meeker Associates

★

Texas Quality Network

(Address Station)

Manager (KTBS).....C K. Beaver

BRANCH OFFICE

312 East Kings Highway, Shreveport, La., Phone: 7-3644, C. K. Beaver, Manager.

STATIONS

KTBS, Shreveport, La.

★

Texas State Network, Inc.

1201 W. Lancaster Ave., Fort Worth 1, Tex.
Phone: 3-3473

PERSONNEL

President.....Gene L. Cagle
Vice-President.....Charles B. Jordan
Secretary-Treasurer.....D. C. Hornburg
Sales Mgr.....Clarke R. Brown
Traffic Manager.....Forrest W. Clough
Program Director.....Hal Thompson
Chief Engineer.....James T. Peterson

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KMAC, San Antonio; KBWD, Brownwood; KNOW, Austin; KTHT, Houston; KGVL, Greenville, Texas.

★

The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988, Raleigh, N. C.
Phone: 8885

President.....Floyd Fletcher, WTIK
Vice-President.....Louis N. Howard, WHIT
Secy. and Treas....Hartwell Campbell, WGTC

STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WGTC, Greenville; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNI, Wilmington; WCEC, Rocky Mount, N. C.

★

Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
Phone: 723

PERSONNEL

Managing Dir.....George T. Frechette
President.....John M. Walter

STATIONS

WRJN, Racine; WCLO, Janesville; WGEZ, Beloit; WIBU, Poynette; KFIZ, Fond du Lac; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wis. Rapids, Wis.

★

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800

President William O'Neil
Executive Vice-Pres. & Gen. Mgr. Linus Travers
Vice-President .....George Steffy
Vice-President .....Thomas O'Neil
Dir. of Promotion.....Charles Curtin
Dir. of Station Relations.....Charles Curtin
Editor, Yankee Network News Service Leland Bickford
Continuity Director.....Paul Keyes
Publicity Director.....Phyllis Doherty

BOARD OF DIRECTORS

William O'Neil, Loren Angus McQueen, Samuel Smith Poor, James W. Haggerty, Henry Linus Travers, Frank Knowlton, Thomas O'Neil, George W. Steffy.

BRANCH OFFICES

Crown Hotel, Providence 2, R. I., Phone: Temple 1-0800, Joseph Lopez, WEAN Supervisor; 54 Pratt St., Hartford 4, Conn., Phone: Hartford 7-9131, Robert Kennett, WONS Supervisor; Hotel Stratfield, Bridgeport 1, Conn., Phone: Bridgeport 6-1121, Dickens J. Wright, WICC Supervisor.

STATIONS

WNAC, Boston, Mass.; WFAU, Augusta; WJOR, Bangor; WIDE, Biddeford, Me.; WICC, Bridgeport, Conn.; WTSV, Claremont; WKXL, Concord, N. H.; WALE, Fall River; WEIM, Fitchburg; WHAI, Greenfield, Mass.; WONS, Hartford, Conn.; WHYN, Holyoke, Mass.; WOCB, Hyannis, Mass.; WLNH, Laconia, N. H.; WCOU, Lewiston-Auburn, Me.; WLLH, Lowell-Lawrence, Mass.; WKBR, Manchester, N. H.; WNBH, New Bedford, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WMTW, Portland, Me.; WHEB, Portsmouth-Dover, N. H.; WEAN, Providence, R. I.; WSYB, Rutland, Vt.; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WWON, Woonsocket, R. I.; WAAB, Worcester, Mass.

★

Z Net

Box 1956, Butte, Mont.
Phone: 2-2344

Managing Director.....Ed Craney
Manager.....Arne E. Anzjon
Eastern Sales Mgr.....Wythe Walker
Western Sales Mgr.....Tracy Moore

BRANCH OFFICES

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STATIONS

KXLF, Butte; KXLJ, Helena; KXLQ, Bozeman; KXLK, Great Falls; KXLL, Missoula, Mont.

ESTIMATED RADIO HOMES FOR 1949

Estimated Population by States—from Current Reports, Bureau of the Census, July, 1949.

	Estimated Population July, 1949	% Increase 1940-1949	Radio Families 1949	Radio Homes 1949
ALABAMA	2,920,000	+ 3.1	766,000	744,500
ARIZONA	745,000	+49.1	188,000	184,000
ARKANSAS	1,964,000	+ 0.7	543,000	488,500
CALIFORNIA	10,665,000	+54.4	3,286,000	3,254,000
COLORADO	1,215,000	+ 8.2	370,000	367,000
CONNECTICUT	2,019,000	+18.1	584,000	580,000
DELAWARE	311,000	+16.5	89,000	86,000
DISTRICT OF COLUMBIA	870,000	+31.1	243,000	238,000
FLORIDA	2,494,000	+31.4	742,000	735,000
GEORGIA	3,196,000	+ 2.3	872,000	859,000
IDAHO	592,000	+12.8	159,000	156,000
ILLINOIS	8,449,000	+ 7.0	2,634,000	2,595,000
INDIANA	3,994,000	+16.5	1,192,000	1,168,000
IOWA	2,643,000	+ 4.1	796,000	780,000
KANSAS	1,947,000	+ 8.1	612,000	594,000
KENTUCKY	2,893,000	+ 1.7	748,000	678,000
LOUISIANA	2,630,000	+11.3	714,000	608,000
MAINE	909,000	+ 7.3	256,000	248,000
MARYLAND	2,175,000	+19.4	608,000	596,000
MASSACHUSETTS	4,713,000	+ 9.2	1,321,000	1,308,000
MICHIGAN	6,352,000	+20.8	1,808,000	1,778,000
MINNESOTA	2,977,000	+ 6.6	845,000	830,000
MISSISSIPPI	2,130,000	— 2.5	581,000	478,000
MISSOURI	3,935,000	+ 4.0	1,218,000	1,168,000
MONTANA	521,000	— 6.9	159,000	156,000
NEBRASKA	1,285,000	— 2.3	391,000	380,000
NEVADA	174,000	+57.7	47,000	45,500
NEW HAMPSHIRE	544,000	+10.7	163,000	159,500
NEW JERSEY	4,873,000	+17.1	1,356,000	1,324,000
NEW MEXICO	589,000	+10.8	171,000	158,000
NEW YORK	14,392,000	+ 6.8	4,287,000	4,203,000
NORTH CAROLINA	3,864,000	+ 8.2	918,000	812,000
NORTH DAKOTA	605,000	— 5.7	149,000	145,000
OHIO	7,989,000	+15.7	2,361,000	2,301,000
OKLAHOMA	2,302,000	— 1.5	686,000	624,000
OREGON	1,736,000	+59.3	557,000	547,000
PENNSYLVANIA	10,633,000	+ 7.4	2,956,000	2,896,000
RHODE ISLAND	743,000	+ 4.1	217,000	215,000
SOUTH CAROLINA	2,001,000	+ 5.3	498,000	480,000
SOUTH DAKOTA	649,000	+ 0.9	173,000	169,000
TENNESSEE	3,234,000	+10.9	846,000	766,000
TEXAS	7,532,000	+17.4	2,154,000	2,032,000
UTAH	682,000	+24.0	179,000	176,000
VERMONT	369,000	+ 2.6	104,000	102,000
VIRGINIA	3,102,000	+15.9	786,000	716,000
WASHINGTON	2,582,000	+48.7	760,000	748,000
WEST VIRGINIA	1,941,000	+ 2.1	481,000	452,000
WISCONSIN	3,355,000	+ 6.9	954,000	941,000
WYOMING	284,000	+13.4	84,000	81,000
TOTAL U. S.	**148,720,000**	**+12.9**	**42,612,000**	**41,150,000**

% Increase and Decrease from Current Population Reports, Bureau of the Census, July, 1949.

Radio Homes—derived from Population increases, number of persons per private family and estimated percent of Radio Homes.

STATIONS

Alphabetical Listing

□

U. S. Standard Stations
Indexed by Call Letters—
Location

□

Stations Alphabetically
Listed by States—Cities

□

Personnel

□

Other Detailed Information

NINETEEN FIFTY

Want to reach lots of CLASS

and lots of MASS?

Class is purchasing power.

Mass is many people.

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The Radio Station of The New York Times
"Always the Best in Music"

Index Of The Standard Stations Of The United States

Call Letters—City—State—Page Number Providing Complete Information

Call Letters	City—State	See Page
KAAA	Red Wing, Minn.	489
KABC	San Antonio, Tex.	666
KADA	Ada, Okla.	585
KAFY	Bakersfield, Calif.	331
KAKC	Tulsa, Okla.	589
KAKE	Wichita, Kans.	437
KALB	Alexandria, La.	445
KALE	Richland, Wash.	687
KALI	Pasadena, Calif.	345
KALL	Salt Lake City, Utah	673
KAMD	Camden, Ark.	324
KAMQ	Amarillo, Tex.	645
KANA	Anaconda, Mont.	506
KAND	Corsicana, Tex.	650
KANE	New Iberia, La.	448
KANS	Wichita, Kans.	437
KARK	Little Rock, Ark.	326
KARM	Fresno, Calif.	333
KASA	Elk City, Okla.	585
KASH	Eugene, Ore.	592
KASI	Ames, Ia.	425
KAST	Astoria, Ore.	591
KATE	Albert Lea, Minn.	485
KATL	Houston, Tex.	658
KATO	Reno, Nev.	514
KAUS	Austin, Minn.	485
KAVE	Carlsbad, N. Mex.	522
KAVR	Havre, Mont.	508
KAWT	Douglas, Ariz.	320
KAYL	Storm Lake, Ia.	432
KAYS	Hays, Kans.	434
KAYX	Waterloo, Ia.	432
KBIO	Burley, Ida.	401
KBIX	Muskogee, Okla.	586
KBIZ	Ottumwa, Ia.	430
KBKI	Alice, Tex.	643
KBKO	Portland, Ore.	595
KBKR	Baker, Ore.	591
KBKW	Aberdeen, Wash.	685
KBLF	Red Bluff, Calif.	347
KBMW	Breckenridge, Minn.	485
KBMY	Billings, Mont.	506
KBND	Bend, Ore.	591
KBOA	Kennett, Mo.	501
KBOL	Boulder, Colo.	361
KBON	Omaha, Neb.	512
KBOR	Brownville, Tex.	648
KBOW	Butte, Mont.	507
KBRC	Mt. Vernon, Wash.	686
KBRL	McCook, Neb.	512
KBRO	Bremerton, Wash.	685
KBRS	Springdale, Ark.	329
KBST	Big Spring, Tex.	647
KBTM	Jonesboro, Ark.	326
KBUC	Corona, Calif.	332
KBUD	Athens, Tex.	645
KBUH	Brigham City, Utah	672
KBUN	Bemidji, Minn.	485
KBUR	Burlington, Ia.	425
KBWD	Brownwood, Tex.	649
KBYE	Oklahoma City, Okla.	587
KBYR	Anchorage, Alaska	708
KBZY	Grand Rapids, Minn.	487
KCBC	Des Moines, Ia.	427
KCBD	Lubbock, Tex.	662
KCBQ	San Diego, Calif.	351
KCBS	San Jose, Calif.	353
KCFH	Cuero, Tex.	650
KCHA	Charles City, Ia.	426
KCHE	El Reno, Okla.	585
KCHS	Hot Springs, N. Mex.	522
KCID	Caldwell, Ida.	401
KCIL	Houma, La.	447
KCKN	Kansas City, Kans.	435
KCKY	Coolidge, Ariz.	319
KCLA	Fine Bluff, Ark.	329
KCLE	Cleburne, Tex.	649
KCLO	Leavenworth, Kans.	435
KCLW	Hamilton, Tex.	657
KCMC	Texarkana, Tex.	669
KCMJ	Palm Springs, Calif.	345
KCMO	Kansas City, Mo.	500
KCNA	Tucson, Ariz.	323
KCNC	Fort Worth, Tex.	653
KCNI	Broken Bow, Neb.	510
KCNY	San Marcos, Tex.	667
KCOG	Centerville, Ia.	426
KCOH	Houston, Tex.	658
KCOK	Tulare, Calif.	358
KCOL	Fort Collins, Colo.	363
KCOM	Sioux City, Ia.	431
KCOR	San Antonio, Tex.	666
KCOW	Alliance, Neb.	510
KCOY	Santa Maria, Calif.	357
KCRA	Sacramento, Calif.	348
KCRC	Enid, Okla.	585
KCRG	Cedar Rapids, Ia.	425
KCRS	Midland, Tex.	663
KCRT	Trinidad, Colo.	366

Call Letters	City—State	See Page
KCSB	San Bernadino, Calif.	349
KCSJ	Pueblo, Colo.	365
KCSU	Provo, Utah	673
KCTX	Childress, Tex.	649
KCTI	Gonzales, Tex.	657
KCUL	Fort Worth, Tex.	653
KCVR	Lodi, Calif.	335
KDAC	Fort Bragg, Calif.	333
KDAL	Duluth, Minn.	486
KDAN	Oroville, Calif.	345
KDB	Santa Barbara, Calif.	355
KDDD	Dumas, Tex.	652
KDEC	Decorah, Ia.	427
KDET	Center, Tex.	649
KDHL	Fairbault, Minn.	486
KDIX	Dickinson, N. Dak.	571
KDKA	Pittsburgh, Pa.	615
KDLK	Del Rio, Tex.	652
KDLR	Devils Lake, N. Dak.	571
KDMO	Carthage, Mo.	497
KDNT	Denton, Tex.	652
KDON	Santa Cruz, Calif.	355
KDRO	Sedalia, Mo.	505
KDRS	Paragould, Ark.	327
KDSH	Boise, Ida.	400
KDSJ	Deadwood, S. Dak.	632
KDSX	Denison, Tex.	652
KDTH	Dubuque, Ia.	428
KDWT	Stamford, Tex.	668
KDYL	Salt Lake City, Utah	674
KDZA	Pueblo, Colo.	365
KEBE	Jacksonville, Tex.	660
KECA	Hollywood, Calif.	334
KECC	Pittsburgh, Calif.	347
KECK	Odessa, Tex.	664
KEEN	San Jose, Calif.	353
KEIO	Pocatello, Ida.	402
KELA	Centrala-Chehalis, Wash.	685
KELD	El Dorado, Ark.	324
KELK	Elko, Nev.	514
KELO	Sioux Falls, S. Dak.	632
KELP	El Paso, Tex.	653
KELS	Kelso, Wash.	686
KELT	Electra, Tex.	652
KENE	Belen, N. Mex.	521
KENI	Anchorage, Alaska	708
KENO	Las Vegas, Nev.	514
KENT	Shreveport, La.	450
KEPO	El Paso, Tex.	653
KERG	Eugene, Ore.	592
KERN	Bakersfield, Calif.	331
KERO	Bakersfield, Calif.	331
KEVA	Shamrock, Tex.	668
KEVT	Kerrville, Tex.	660
KEX	Portland, Ore.	595
KEXO	Grand Junction, Colo.	364
KEYD	Minneapolis, Minn.	487
KEYE	Perrytown, Tex.	665
KEYS	Corpus Christi, Tex.	650
KEYY	Pocatello, Ida.	402
KFAB	Omaha, Neb.	512
KFAC	Los Angeles, Calif.	339
KFAM	St. Cloud, Minn.	490
KFAR	Fairbanks, Alaska	708
KFBB	Great Falls, Mont.	507
KFBC	Cheyenne, Wyo.	706
KFBI	Wichita, Kans.	438
KFBK	Sacramento, Calif.	348
KFDA	Amarillo, Tex.	645
KFDM	Beaumont, Tex.	647
KFDW	Helena, Mont.	508
KFDX	Wichita Falls, Tex.	671
KFEL	Denver, Colo.	362
KFEQ	St. Joseph, Mo.	503
KFFA	Helena, Ark.	325
KFGO	Fargo, N. Dak.	571
KFGT	Fremont, Neb.	511
KFH	Wichita, Kans.	438
KFI	Los Angeles, Calif.	339
KFIO	Spokane, Wash.	689
KFIZ	Fond du Lac, Wis.	699
KFJB	Marshalltown, Ia.	429
KFJI	Klamath Falls, Ore.	593
KFJZ	Fort Worth, Tex.	655
KFKA	Greeley, Colo.	364
KFLW	Klamath Falls, Ore.	593
KFMB	San Diego, Calif.	351
KFMJ	Tulsa, Okla.	589
KFMO	Flat River, Mo.	499
KFNF	Shenandoah, Ia.	430
KFOR	Lincoln, Neb.	511
KFOX	Long Beach, Calif.	335
KFPW	Ft. Smith, Ark.	325
KFQD	Anchorage, Alaska	708
KFRB	Fairbanks, Alaska	708
KFRC	San Francisco, Calif.	352
KFRD	Rosenberg, Tex.	666
KFRE	Fresno, Calif.	333
KFRM	Kansas City, Mo.	500
KFRO	Longview, Tex.	661
KFRU	Columbia, Mo.	497
KFSA	Ft. Smith, Ark.	325
KFSB	Joplin, Mo.	499
KFSD	San Diego, Calif.	349
KFTM	Fort Morgan, Colo.	363
KFUN	Las Vegas, N. Mex.	522
KFVD	Los Angeles, Calif.	339
KFVS	Cape Girardeau, Mo.	497
KFWB	Los Angeles, Calif.	339
KFXD	Nampa, Ida.	402
KFXJ	Grand Junction, Colo.	364
KFXM	San Bernardino, Calif.	349
KFYN	Bonham, Tex.	648
KFYO	Lubbock, Tex.	662
KFYR	Bismarck, N. Dak.	571
KGA	Spokane, Wash.	689
KGAF	Gainesville, Tex.	655
KGAK	Gallup, N. Mex.	522
KGAN	Kingman, Ariz.	320
KGAR	Garden City, Kans.	434
KGB	San Diego, Calif.	349
KGBC	Galveston, Tex.	657
KGBS	Harlingen, Tex.	657
KGBX	Springfield, Mo.	505
KGCU	Mandan, N. Dak.	572
KGCX	Sidney, Mont.	510
KGDE	Fergus Falls, Minn.	487
KGDM	Stockton, Calif.	357
KGEK	Sterling, Colo.	366
KGEM	Boise, Ida.	400
KGER	Long Beach, Calif.	339
KGEZ	Kalispell, Mont.	508
KGFF	Shawnee, Okla.	589

Call Letters	City—State	See Page
KGFJ	Hollywood, Calif.	334
KGFL	Roswell, N. Mex.	523
KGFN	Grass Valley, Calif.	334
KGFW	Kearney, Neb.	511
KGFX	Pierre, S. Dak.	632
KGGF	Coffeyville, Kans.	433
KGGM	Albuquerque, N. Mex.	521
KGHF	Pueblo, Colo.	366
KGHI	Little Rock, Ark.	326
KGHL	Billings, Mont.	507
KGIL	San Fernando, Calif.	352
KGIW	Alamosa, Colo.	361
KGKB	Tyler, Tex.	670
KGKL	San Angelo, Tex.	666
KGLC	Miami, Okla.	586
KGLO	Mason City, Ia.	430
KGLU	Safford, Ariz.	322
KGMB	Honolulu, Hawaii	710
KGNC	Amarillo, Tex.	645
KGNO	Dodge City, Kans.	433
KGO	San Francisco, Calif.	352
KGON	Oregon City, Ore.	595
KGRH	Fayetteville, Ark.	324
KGRI	Henderson, Tex.	658
KGST	Fresno, Calif.	333
KGU	Honolulu, Hawaii	710
KGVL	Greenville, Tex.	657
KGVO	Missoula, Mont.	509
KGW	Portland, Ore.	595
KGY	Olympia, Wash.	687
KGYN	Guymon, Okla.	585
KGYW	Vallejo, Calif.	359
KHAS	Hastings, Neb.	511
KHBC	Hilo, Hawaii	710
KHBG	Okmulgee, Okla.	588
KHBR	Hillsboro, Tex.	658
KHIT	Lampasas, Tex.	661
KHJ	Los Angeles, Calif.	339
KHMO	Hannibal, Mo.	499
KHON	Honolulu, Hawaii	710
KHOZ	Harrison, Ark.	325
KHQ	Spokane, Wash.	690
KHSL	Chico, Calif.	332
KHUB	Watsonville, Calif.	360
KHUM	Eureka, Calif.	333
KHUZ	Borger, Tex.	648
KIBE	Palo Alto, Calif.	345
KIBH	Seward, Alaska	709
KIBL	Beeville, Tex.	647
KICA	Clovis, N. Mex.	522
KICD	Spencer, Ia.	432
KICK	Springfield, Mo.	505
KICM	Mason City, Ia.	430
KICO	Calexico, Calif.	332
KID	Idaho Falls, Ida.	401
KIDO	Boise, Ida.	400
KIEM	Eureka, Calif.	333
KIEV	Glendale, Calif.	334
KIFI	Idaho Falls, Ida.	401
KIFW	Sitka, Alaska	709
KIHN	Hugo, Okla.	586
KIHO	Sioux Falls, S. Dak.	633
KIJV	Huron, S. Dak.	632
KILO	Grand Forks, N. Dak.	572
KIMA	Yakima, Wash.	691
KIMO	Independence, Mo.	499
KIMP	Mount Pleasant, Tex.	663
KIND	Independence, Kans.	435
KINE	Kingsville, Tex.	660
KING	Seattle, Wash.	687
KINY	Juneau, Alaska	709
KIOA	Des Moines, Ia.	427
KIOX	Bay City, Tex.	646
KIPA	Hilo, Hawaii	710
KIRO	Seattle, Wash	687
KIRX	Kirksville, Mo.	501
KISD	Sioux Falls, S. Dak.	633
KIST	Santa Barbara, Calif.	355
KIT	Yakima, Wash.	692
KITE	San Antonio, Tex.	667
KITO	San Bernadino, Calif.	349
KIUL	Garden City, Kans.	434
KIUN	Pecos, Tex.	665
KIUP	Durango, Colo.	363
KIWW	San Antonio, Tex.	667
KIXL	Dallas, Tex.	651
KIYI	Shelby, Mont.	510
KJAM	Vernal, Utah	675
KJAY	Topeka, Kans.	437
KJBS	San Francisco, Calif.	352
KJCK	Junction City, Kans.	435
KJFJ	Webster City, Ia.	432
KJR	Seattle, Wash.	688
KJSK	Columbus, Neb.	510
KKIN	Visalia, Calif.	360
KLAC	Hollywood, Calif.	334
KLAS	Las Vegas, Nev.	514
KLBM	La Grande, Ore.	593
KLCN	Blytheville, Ark.	324
KLEE	Houston, Tex.	658
KLER	Rochester, Minn.	489
KLIF	Dallas, Tex.	651
KLIX	Twin Falls, Ida.	403
KLIZ	Brainerd, Minn.	485
KLKC	Parsons, Kans.	436
KLMO	Longmont, Colo.	365
KLMR	Lamar, Colo.	365
KLMS	Lincoln, Neb.	511
KLO	Ogden, Utah	672
KLOK	San Jose, Calif.	354
KLOU	Lake Charles, La.	447
KLPM	Minot, N. Dak.	572
KLPR	Oklahoma City, Okla.	587
KLRA	Little Rock, Ark.	326
KLTI	Longview, Tex.	661
KLUF	Galveston, Tex.	657
KLVT	Levelland, Tex.	661
KLWT	Lebanon, Mo.	501
KLX	Oakland, Calif.	343
KLYN	Amarillo, Tex.	645
KLZ	Denver, Colo.	361
KMA	Shenandoah, Ia.	430
KMAC	San Antonio, Tex.	667
KMAE	McKinney, Tex.	663
KMBY	Monterey, Calif.	343
KMCM	McMinnville, Ore.	593
KMBC	Kansas City, Mo.	500
KMED	Medford, Ore.	593
KMHL	Marshall, Minn.	487
KMHT	Marshall, Tex.	663
KMJ	Fresno, Calif.	333
KMLB	Monroe, La.	448
KMMJ	Grand Island, Neb.	511

Call Letters	City—State	See Page
KMMO	Marshall, Mo.	501
KMNS	San Luis Obispo, Calif.	354
KMO	Tacoma, Wash.	690
KMON	Great Falls, Mont.	508
KMOX	St. Louis, Mo.	503
KMPC	Los Angeles, Calif.	341
KMRG	Tulsa, Okla.	590
KMUR	Murray, Utah	672
KMUS	Muskogee, Okla.	586
KMVI	Wailuku-Maui, Hawaii	711
KMYC	Marysville, Calif.	341
KMYR	Denver, Colo.	362
KNAF	Fredericksburg, Tex.	655
KNAK	Salt Lake City, Utah	674
KNAL	Victoria, Tex.	670
KNBC	San Francisco, Calif.	352
KNBY	Newport, Ark.	327
KNEB	Scottsbluff, Neb.	513
KNEL	Brady, Tex.	648
KNEM	Nevada, Mo.	501
KNET	Palestine, Tex.	665
KNEU	Provo, Utah	673
KNEW	Spokane, Wash.	690
KNEX	McPherson, Kans.	436
KNGS	Hanford, Calif.	334
KNOE	Monroe, La.	448
KNOG	Nogales, Ariz.	320
KNOR	Norman, Okla.	587
KNOW	Austin, Tex.	645
KNOX	Grand Forks, N. Dak.	572
KNPT	Newport, Ore.	595
KNUJ	New Ulm, Minn.	489
KNUZ	Houston, Tex.	658
KNX	Los Angeles, Calif.	341
KOA	Denver, Colo.	363
KOAL	Price, Utah	673
KOAM	Pittsburg, Kans.	436
KOAT	Albuquerque, N. Mex.	521
KOB	Albuquerque, N. Mex.	521
KOBE	Las Cruces, N. Mex.	522
KOCA	Kilgore, Tex.	660
KOCO	Salem, Ore.	597
KOCS	Ontario, Calif.	345
KOCY	Oklahoma City, Okla.	587
KODI	Cody, Wyo.	706
KODL	The Dallas, Ore.	592
KODY	N. Platte, Neb.	512
KOFO	Ottawa, Kans.	436
KOGT	Orange, Tex.	664
KOH	Reno, Nev.	514
KOIL	Omaha, Neb.	512
KOIN	Portland, Ore.	596
KOJM	Havre, Mont.	508
KOKO	La Junta, Colo.	365
KOKX	Keokuk, Ia.	429
KOL	Seattle, Wash.	688
KOLE	Port Arthur, Tex.	665
KOLN	Lincoln, Neb.	511
KOLO	Reno, Nev.	514
KOLT	Scottsbluff, Neb.	513
KOMA	Oklahoma City, Okla.	588
KOME	Tulsa, Okla.	590
KOMO	Seattle, Wash.	689
KOMW	Omak, Wash.	687
KONO	San Antonio, Tex.	667
KONP	Port Angeles, Wash.	687
KOOL	Phoenix, Ariz.	322
KOOS	Coos Bay, Ore.	591
KOPO	Tucson, Ariz.	323
KOPP	Ogden, Utah	672
KOPR	Butte, Mont.	507
KORA	Bryan, Tex.	649
KORC	Mineral Wells, Tex.	663
KORE	Eugene, Ore.	592
KORN	Mitchell, Neb.	632
KOSA	Odessa, Tex.	664
KOSE	Osceola, Ark.	327
KOSF	Nacogdoches, Tex.	664
KOTA	Rapid City, S. Dak.	632
KOTN	Pine Bluff, Ark.	329
KOVC	Valley City, N. Dak.	572
KOVE	Lander, Wyo.	706
KOVO	Provo, Utah	673
KOWB	Laramie, Wyo.	706
KOWH	Omaha, Neb.	513
KOWL	Los Angeles, Calif.	341
KOY	Phoenix, Ariz.	322
KPAB	Laredo, Tex.	661
KPAC	Port Arthur, Tex.	666
KPAN	Hereford, Tex.	658
KPAS	Banning, Calif.	331
KPBX	Beaumont, Tex.	647
KPDN	Pampa, Tex.	665
KPDQ	Portland, Ore.	596
KPET	Lamesa, Tex.	661
KPHC	Walsenburg, Colo.	366
KPHO	Phoenix, Ariz.	322
KPKW	Pasco, Wash.	687
KPLC	Lake Charles, La.	448
KPLT	Paris, Tex.	665
KPMC	Bakersfield, Calif.	331
KPMO	Pomona, Calif.	347
KPOA	Honolulu, Hawaii	710
KPOJ	Portland, Ore.	596
KPOW	Powell, Wyo.	706
KPQ	Wenatchee, Wash.	691
KPRC	Houston, Tex.	659
KPRK	Livingston, Mont.	509
KPRL	Paso Robles, Calif.	347
KPRO	Riverside, Calif.	348
KPRS	Olathe, Kans.	436
KPST	Preston, Ida.	402
KPUG	Bellingham, Wash.	685
KQV	Pittsburgh, Pa.	615
KQW	San Jose, Calif.	345
KRAI	Craig, Colo.	361
KRAL	Rawlins, Wyo.	707
KRAM	Las Vegas, Nev.	514
KRBA	Lufkin, Tex.	662
KRBC	Abilene, Tex.	643
KRCT	Baytown, Tex.	646
KRDO	Colorado Springs, Colo.	361
KRDU	Dinuba, Calif.	332
KRE	Berkeley, Calif.	331
KREI	Farmington, Mo.	497
KREL	Baytown, Tex.	646
KREM	Spokane, Wash.	690
KREO	Indio, Calif.	335
KRES	St. Joseph, Mo.	503
KRGV	Weslaco, Tex.	671
KRHD	Duncan, Okla.	584
KRIC	Beaumont, Tex.	647
KRIG	Odessa, Tex.	664

Call Letters	City—State	See Page
KRIO	McAllen, Tex.	663
KRIS	Corpus Christi, Tex.	650
KRJF	Miles City, Mont.	509
KRKD	Los Angeles, Calif.	341
KRKL	Kirkland, Wash.	686
KRKO	Everett, Wash.	686
KRLC	Lewiston, Ida.	401
KRLD	Dallas, Tex.	651
KRLN	Canon City, Colo.	361
KRMD	Shreveport, La.	451
KRNO	San Bernardino, Calif.	349
KRNR	Roseburg, Ore.	597
KRNT	Des Moines, Ia.	428
KROC	Rochester, Minn.	489
KROD	El Paso, Tex.	653
KROF	Abbeville, La.	445
KROG	Sonora, Calif.	357
KROP	Brawley, Calif.	332
KROS	Clinton, Ia.	426
KROW	Oakland, Calif.	343
KROX	Crookston, Minn.	485
KROY	Sacramento, Calif.	348
KRPL	Moscow, Ida.	402
KRRV	Sherman-Denison, Tex.	668
KRSC	Seattle, Wash.	689
KRTN	Raton, N. Mex.	523
KRUL	Corvallis, Ore.	592
KRUN	Ballinger, Tex.	646
KRUS	Ruston, La.	450
KRUX	Phoenix, Ariz.	322
KSAL	Salinas, Kans.	436
KSAM	Huntsville, Tex.	660
KSAN	San Francisco, Calif.	353
KSBW	Salinas, Calif.	349
KSCB	Liberal, Kans.	436
KSCJ	Sioux City, Ia.	431
KSCO	Santa Cruz, Calif.	357
KSD	St. Louis, Mo.	503
KSDN	Aberdeen, S. Dak.	632
KSDO	San Diego, Calif.	351
KSEI	Pocatello, Ida.	402
KSEK	Pittsburg, Kans.	436
KSEL	Lubbock, Tex.	662
KSEM	Moses Lake, Wash.	686
KSEO	Durant, Okla.	585
KSET	El Paso, Tex.	653
KSFA	Nacogdoches, Tex.	664
KSFE	Needles, Calif.	343
KSFO	San Francisco, Calif.	353
KSFT	Trinidad, Colo.	366
KSGM	Ste. Genevieve, Mo.	504
KSGN	Sanger, Calif.	353
KSIB	Creston, Ia.	426
KSIG	Crowley, La.	446
KSIJ	Gladwater, Tex.	657
KSIL	Silver City, N. Mex.	523
KSIM	Sikeston, Mo.	505
KSIW	Woodward, Okla.	590
KSIX	Corpus Christi, Tex.	650
KSJB	Jamestown, N. Dak.	572
KSJO	San Jose, Calif.	354
KSKY	Dallas, Tex.	651
KSL	Salt Lake City, Utah	674
KSLM	Salem, Ore.	597
KSLO	Opelousas, La.	450
KSMA	Santa Maria, Calif.	357
KSMI	Seminole, Okla.	589
KSMN	Mason City, Ia.	430
KSMO	San Mateo, Calif.	354
KSNY	Snyder, Tex.	668
KSO	Des Moines, Ia.	428
KSOK	Arkansas City, Kans.	433
KSON	San Diego, Calif.	352
KSOO	Sioux Falls, S. Dak.	633
KSPA	Santa Paula, Calif.	357
KSPI	Stillwater, Okla.	589
KSPR	Casper, Wyo.	706
KSPT	Sand Point, Ida.	402
KSRO	Santa Rosa, Calif.	357
KSRV	Ontario, Ore.	595
KSST	Sulphur Springs, Tex.	669
KSTA	Coleman, Tex.	649
KSTB	Breckenridge, Tex.	648
KSTL	St. Louis, Mo.	503
KSTN	Stockton, Calif.	358
KSTP	St. Paul-Minneapolis, Minn.	490
KSTT	Davenport, Ia.	427
KSTV	Stephenville, Tex.	668
KSUB	Cedar City, Utah	672
KSUE	Susanville, Calif.	358
KSUM	Fairmont, Minn.	487
KSUN	Bisbee, Ariz.	319
KSVC	Richfield, Utah	673
KSVP	Artesia, N. Mex.	521
KSWA	Graham, Tex.	657
KSWI	Council Bluffs, Ia.	426
KSWM	Joplin, Mo.	499
KSWO	Lawton, Okla.	586
KSWS	Roswell, N. Mex.	523
KSYC	Yreka, Calif.	360
KSYL	Alexandria, La.	445
KTAE	Taylor, Tex.	669
KTAN	Sherman, Tex.	668
KTAR	Phoenix, Ariz.	320
KTAT	Frederick, Okla.	585
KTBB	Tyler, Tex.	670
KTBC	Austin, Tex.	646
KTBI	Tacoma, Wash.	690
KTBS	Shreveport, La.	451
KTED	Laguna Beach, Calif.	335
KTEM	Temple, Tex.	669
KTFI	Twin Falls, Ida.	403
KTFS	Texarkana, Tex.	669
KTFY	Brownfield, Tex.	648
KTHS	Hot Springs, Ark.	325
KTHT	Houston, Tex.	659
KTIL	Tillamook, Ore.	597
KTIM	San Rafael, Calif.	355
KTIP	Porterville, Calif.	347
KTJS	Hobart, Okla.	585
KTKN	Ketchikan, Alaska	709
KTKR	Taft, Calif.	358
KTKT	Tuscon, Ariz.	323
KTLN	Denver, Colo.	363
KTLW	Texas City, Tex.	670
KTMC	McAlester, Okla.	586
KTMS	Santa Barbara, Calif.	355
KTNM	Tucumcari, N. Mex.	523
KTOH	Lihue-Kauai, Hawaii	711
KTOK	Oklahoma City, Okla.	587
KTOP	Topeka, Kans.	437
KTOW	Oklahoma City, Okla.	587
KTRB	Modesto, Calif.	343
KTRC	Santa Fe, N. Mex.	523

Call Letters	City—State	See Page
KTRE	Lufkin, Tex.	662
KTRF	Thief River Falls, Minn.	490
KTRH	Houston, Tex.	659
KTRI	Sioux City, Ia.	432
KTRM	Beaumont, Tex.	647
KTRN	Wichita Falls, Tex.	671
KTRY	Bastrop, La.	445
KTSA	San Antonio, Tex.	667
KTSM	El Paso, Tex.	653
KTSW	Emporia, Kans.	433
KTTR	Rolla, Mo.	503
KTTS	Springfield, Mo.	506
KTUC	Tuscon, Ariz.	323
KTUL	Tulsa, Okla.	590
KTUR	Turlock, Calif.	359
KTW	Seattle, Wash.	689
KTXC	Big Spring, Tex.	647
KTXJ	Jasper, Tex.	660
KTXL	San Angelo, Tex.	666
KTXN	Austin, Tex.	646
KTYL	Mesa, Ariz.	320
KUBA	Yuba City, Calif.	360
KUBC	Montrose, Calif.	365
KUGN	Eugene, Ore.	592
KUIN	Grants Pass, Ore.	593
KUJ	Walla Walla, Wash.	691
KULA	Honolulu, Hawaii	710
KULP	El Campo, Tex.	652
KUNO	Corpus Christi, Tex.	650
KUOA	Siloam Springs, Ark.	329
KURV	Edinburg, Tex.	652
KUTA	Salt Lake City, Utah	674
KVAK	Atchison, Kans.	433
KVAL	Brownsville, Tex.	648
KVAN	Vancouver, Wash.	690
KVCV	Redding, Calif.	348
KVEC	San Luis Obispo, Calif.	354
KVEN	Ventura, Calif.	359
KVER	Albuquerque, N. Mex.	521
KVET	Austin, Tex.	646
KVFD	Ft. Dodge, Ia.	429
KVGB	Great Bend, Kans.	434
KVI	Seattle, Wash.	689
KVIC	Victoria, Tex.	670
KVKM	Monahans, Tex.	663
KVLC	Little Rock, Ark.	327
KVLF	Alpine, Tex.	645
KVLH	Pauls Valley, Okla.	588
KVMA	Magnolia, Ark.	327
KVMV	Twin Falls, Ida.	403
KVNI	Coeur d'Alene, Ida.	401
KVNJ	Fargo, N. Dak.	571
KVNU	Logan, Utah	672
KVOA	Tuscon, Ariz.	323
KVOB	Alexandria, La.	445
KVOC	Casper, Wyo.	706
KVOD	Denver, Colo.	363
KVOE	Santa Ana, Calif.	355
KVOG	Ogden, Utah	672
KVOL	Lafayette, La.	447
KVON	Napa, Calif.	343
KVOO	Tulsa, Okla.	590
KVOP	Plainview, Tex.	665
KVOR	Colorado Springs, Colo.	361
KVOS	Bellingham, Wash.	685
KVOU	Uvalde, Tex.	670
KVOW	Littlefield, Tex.	661
KVOX	Moorhead, Minn.	488
KVRC	Arkadelphia, Ark.	324
KVRH	Salida, Colo.	366
KVRS	Rock Springs, Wyo.	707
KVSF	Sante Fe, N. Mex.	523
KVSM	San Mateo, Calif.	355
KVSO	Ardmore, Okla.	584
KVVC	Ventura, Calif.	360
KVWC	Vernon, Tex.	670
KWAD	Wadena, Minn.	490
KWAK	Stuttgart, Ark.	329
KWAL	Wallace, Ida.	403
KWAT	Watertown, S. Dak.	633
KWBC	Fort Worth, Tex.	655
KWBE	Beatrice, Neb.	510
KWBM	Williston, N. Dak.	572
KWBR	Oakland, Calif.	345
KWBU	Corpus Christi, Tex.	650
KWBW	Hutchinson, Kans.	434
KWCJ	Natchitoches, La.	448
KWCO	Chickasha, Okla.	584
KWDM	Des Moines, Ia.	428
KWED	Seguin, Tex.	668
KWEI	Weiser, Ida.	403
KWEM	West Memphis, Ark.	329
KWCR	Cedar Rapids, Ia.	426
KWEW	Hobbs, N. Mex.	522
KWFC	Hot Springs, Ark.	326
KWFT	Wichita Falls, Tex.	671
KWG	Stockton, Calif.	358
KWGB	Goodland, Kans.	434
KWHI	Brenham, Tex.	648
KWHK	Hutchinson, Kans.	434
KWHN	Ft. Smith, Ark.	325
KWHW	Altus, Okla.	584
KWIE	Kennewick, Wash.	686
KWIK	Burbank, Calif.	332
KWIL	Albany, Ore.	591
KWIN	Ashland, Ore.	591
KWJB	Globe, Ariz.	320
KWJJ	Portland, Ore.	596
KWK	St. Louis, Mo.	504
KWKC	Abilene, Tex.	643
KWKH	Shreveport, La.	451
KWKW	Pasadena, Calif.	347
KWLK	Longview, Wash.	686
KWLM	Willmar, Minn.	491
KWNO	Winona, Min.	491
KWNW	Wenatchee, Wash.	691
KWOA	Worthington, Minn.	491
KWOC	Poplar Bluff, Mo.	501
KWOE	Clinton, Okla.	584
KWON	Bartlesville, Okla.	584
KWOR	Worland, Wyo.	707
KWOS	Jefferson City, Mo.	499
KWPC	Muscatine, Ia.	430
KWPM	West Plains, Mo.	506
KWRC	Pendleton, Ore.	595
KWRE	Warrenton, Mo.	506
KWRL	Riverton, Wyo.	707
KWRN	Reno, Nev.	515
KWRO	Coquville, Ore.	592
KWRZ	Flagstaff, Ariz.	320
KWSD	Mt. Shasta, Calif.	343
KWSL	Lake Charles, La.	448
KWTC	Barstow, Calif.	331
KWTO	Springfield, Mo.	506

Call Letters	City—State	See Page
KWTX	Waco, Tex.	670
KWWB	Walla Walla, Wash.	691
KWWL	Waterloo, Ia.	432
KWYO	Sheridan, Wyo.	707
KXA	Seattle, Wash.	689
KXAR	Hope, Ark.	325
KXEL	Waterloo, Ia.	432
KXEO	Mexico, Mo.	501
KXGI	Fort Madison, Ia.	429
KGN	Glendive, Mont.	507
KXIC	Iowa City, Ia.	429
KXIT	Dalhart, Tex.	650
KXJK	Forrest City, Ark.	324
KXL	Portland, Ore.	597
KXLA	Pasadena, Calif.	345
KXLE	Ellensburg, Wash.	686
KXLF	Butte, Mont.	507
KXLJ	Helena, Mont.	508
KXLK	Great Falls, Mont.	508
KXLL	Missoula, Mont.	510
KXLO	Lewistown, Mont.	509
KXLQ	Bozeman, Mont.	507
KXLR	N. Little Rock, Ark.	327
KXLW	St. Louis, Mo.	504
KXLY	Spokane, Wash.	690
KXO	El Centro, Calif.	332
KXOA	Sacramento, Calif.	348
KXOB	Stockton, Calif.	358
KXOC	Chico, Calif.	332
KXOK	St. Louis, Mo.	504
KXOL	Fort Worth, Tex.	655
KXOX	Sweetwater, Tex.	669
KXRJ	Russellville, Ark.	329
KXRN	Renton, Wash.	687
KXRO	Aberdeen, Wash.	685
KXRX	San Jose, Calif.	354
KXXL	Reno, Nev.	515
KXXX	Colby, Kans.	433
KXYR	Alexander, Minn.	485
KXYZ	Houston, Tex.	660
KYA	San Francisco, Calif.	353
KYAK	Yakima, Wash.	692
KYCA	Prescott, Ariz.	322
KYES	Butte, Mont.	507
KYJC	Medford, Ore.	593
KYNO	Fresno, Calif.	334
KYOR	Blythe, Calif.	332
KYOS	Merced, Calif.	341
KYOU	Greeley, Col.	365
KYSM	Mankato, Minn.	487
KYUM	Yuma, Ariz.	323
KYW	Philadelphia, Pa.	609
KZYZ	Redlands, Calif.	348
WAAB	Worcester, Mass.	469
WAAF	Chicago, Ill.	405
WAAT	Newark, N. J.	518
WABB	Mobile, Ala.	316
WABI	Bangor, Me.	451
WABJ	Adrian, Mich.	471
WABY	Albany, N. Y.	525
WABZ	Albemarle, N. C.	555
WACA	Camden, S. C.	626
WACB	Kittanning, Pa.	606
WACE	Chicopee, Mass.	464
WACO	Waco, Tex.	671
WACR	Starkville, Miss.	480
WADC	Akron, O.	573
WADE	Wadesboro, N. C.	568
WAEB	Allentown, Pa.	597
WAEL	Mayaguez, P. R.	713
WAFB	Baton Rouge, La.	446
WAGA	Atlanta, Ga.	388
WAGC	Chattanooga, Tenn.	634
WAGE	Syracuse, N. Y.	552
WAGF	Dothan, Ala.	313
WAGM	Presque Isle, Me.	455
WAIM	Anderson, S. C.	625
WAIR	Winston-Salem, N. C.	569
WAIT	Chicago, Ill.	405
WAJR	Morgantown, W. Va.	696
WAKR	Akron, O.	573
WALA	Mobile, Ala.	316
WALB	Albany, Ga.	387
WALD	Walterboro, S. C.	631
WALE	Fall River, Mass.	464
WALL	Middletown, N. Y.	537
WALT	Tampa, Fla.	385
WAML	Laurel, Miss.	494
WAMS	Wilmington, Del.	372
WAND	Canton, O.	574
WANE	Ft. Wayne, Ind.	420
WANN	Annapolis, Md.	455
WANS	Anderson, S. C.	626
WAOV	Vincennes, Ind.	425
WAPA	San Juan, P. R.	715
WAPF	McComb, Miss.	495
WAPI	Birmingham, Ala.	312
WAPO	Chattanooga, Tenn.	634
WAPX	Montgomery, Ala.	317
WARC	Rochester, N. Y.	549
WARD	Johnstown, Pa.	605
WARE	Ware, Mass.	468
WARK	Hagerstown, Md.	460
WARL	Arlington, Va.	676
WARM	Scranton, Pa.	617
WASA	Havre De Grace, Md.	460
WASK	Lafayette, Ind.	422
WASL	Annapolis, Md.	455
WATK	Antigo, Wis.	698
WATL	Atlanta, Ga.	388
WATN	Watertown, N. Y.	554
WATO	Oak Ridge, Tenn.	642
WATR	Waterbury, Conn.	371
WATT	Cadillac, Mich.	473
WATW	Ashland, Wis.	698
WATZ	Alpena, Mich.	471
WAUD	Auburn, Ala.	312
WAUX	Waukesha, Wis.	705
WAVE	Louisville, Ky.	441
WAVL	Apollo, Pa.	599
WAVU	Albertville, Ala.	311
WAVZ	New Haven, Conn.	370
WAYB	Waynesboro, Va.	684
WAYN	Rockingham, N. C.	566
WAYS	Charlotte, N. C.	557
WAYX	Waycross, Ga.	400
WAZF	Yazoo City, Miss.	497
WAZL	Hazleton, Pa.	605
WBAB	Atlantic City, N. J.	517
WBAC	Cleveland, Tenn.	635
WBAL	Baltimore, Md.	456
WBAP	Fort Worth, Tex.	655
WBAT	Marion, Ind.	422
WBAX	Wilkes-Barre, Pa.	619
WBAY	Green Bay, Wis.	699

Call Letters	City—State	See Page
WBBB	Burlington, N. C.	556
WBBC	Flint, Mich.	477
WHBL	Richmond, Va.	682
WBBM	Chicago, Ill.	405
WBBO	Forest City, N. C.	559
WBBQ	Augusta, Ga.	391
WBBW	Youngstown, O.	583
WBBZ	Ponca City, Okla.	589
WBCC	Pethesda, Md.	457
WBCK	Battle Creek, Mich.	471
WBCM	Bay City, Mich.	473
WBCU	Union, S. C.	631
WBEC	Pittsfield, Mass.	467
WBEJ	Elizabethton, Tenn.	636
WBEL	Beloit, Wis.	698
WBEN	Buffalo, N. Y.	529
WBET	Brockton, Mass.	463
WBEX	Chillicothe, O.	574
WBGE	Atlanta, Ga.	388
WBGR	Jessup, Ga.	395
WBHB	Fitzgerald, Ga.	395
WBHF	Cartersville, Ga.	393
WBHP	Huntsville, Ala.	316
WBIG	Greensboro, N. C.	560
WBIR	Knoxville, Tenn.	638
WBIS	Bristol, Conn.	367
WBIW	Bedford, Ind.	418
WBIZ	Eau Claire, Wis.	698
WBKA	Brockton, Mass.	464
WBLJ	Dalton, Ga.	394
WBLK	Clarksburg, W. Va.	693
WBMD	Baltimore, Md.	456
WBML	Macon, Ga.	396
WBMS	Boston, Mass.	461
WBNS	Columbus, O.	577
WBNX	New York, N. Y.	537
WBNY	Buffalo, N. Y.	529
WBOB	Galax, Va.	679
WBOC	Salisbury, Md.	460
WBOW	Terre Haute, Ind.	424
WBPZ	Lock Haven, Pa.	607
WBRC	Birmingham, Ala.	312
WBRE	Wilkes-Barre, Pa.	619
WBRK	Pittsfield, Mass.	467
WBRM	Marion, N. C.	563
WBRW	Welch, W. Va.	697
WBRY	Waterbury, Conn.	371
WBSC	Bennettsville, S. C.	626
WBSR	Pensacola, Fla.	384
WBT	Charlotte, N. C.	557
WBTA	Batavia, N. Y.	526
WBTH	Williamson, W. Va.	697
WBTM	Danville, Va.	678
WBUD	Morrisville, Pa.	609
WBUT	Butler, Pa.	600
WBUX	Doylestown, Pa.	601
WBUY	Lexington, N. C.	563
WBVP	Beaver Falls, Pa.	599
WBYS	Canton, Ill.	404
WBZ	Boston, Mass.	461
WBZA	Springfield, Mass.	461
WCAE	Pittsburgh, Pa.	615
WCAM	Camden, N. J.	518
WCAO	Baltimore, Md.	456
WCAP	Asbury Park, N. J.	517
WCAR	Pontiac, Mich.	482
WCAU	Philadelphia, Pa.	611
WCAV	Norfolk, Va.	680
WCAW	Charleston, W. Va.	693
WCAX	Burlington, Vt.	675
WCAZ	Carthage, Ill.	405
WCBA	Corning, N. Y.	531
WCBC	Anderson, Ind.	418
WCBD	Chicago, Ill.	407
WCBI	Columbus, Miss.	492
WCBM	Baltimore, Md.	456
WCBS	New York, N. Y.	537
WCBT	Roanoke Rapids, N. C.	566
WCCC	Hartford, Conn.	368
WCCM	Lawrence, Mass.	466
WCCO	Minneapolis, Minn.	488
WCCP	Savannah, Ga.	398
WCDL	Carbondale, Pa.	600
WCDT	Winchester, Tenn.	643
WCEC	Rocky Mount, N. C.	566
WCED	Du Bois, Pa.	601
WCEM	Cambridge, Md.	457
WCEN	Mt. Pleasant, Mich.	481
WCFL	Chicago, Ill.	407
WCHA	Chambersburg, Pa.	600
WCHS	Charleston, W. Va.	693
WCHV	Charlottesville, Va.	677
WCIF	Madisonville, Ky.	442
WCIL	Carbondale, Ill.	405
WCJU	Columbia, Miss.	492
WCKB	Dunn, N. C.	558
WCKY	Cincinnati, O.	574
WCLD	Cleveland, Miss.	492
WCLE	Clearwater, Fla.	376
WCLO	Janesville, Wis.	699
WCLT	Newark, O.	580
WCMA	Corinth, Miss.	492
WCMB	Lemoyne, Pa.	607
WCMI	Ashland, Ky.	439
WCMN	Arecibo, P. R.	711
WCMW	Canton, O.	574
WCNB	Connersville, Ind.	419
WCNC	Elizabeth City, N. C.	558
WCNH	Quincy, Fla.	384
WCNR	Bloomsburg, Pa.	599
WCNT	Centralia, Ill.	405
WCNU	Crestview, Fla.	376
WCNX	Middletown, Conn.	369
WCOA	Pensacola, Fla.	384
WCOC	Meridan, Miss.	495
WCOG	Greensboro, N. C.	561
WCOH	Newman, Ga.	397
WCOL	Columbus, O.	577
WCOM	Parkersburg, W. Va.	696
WCON	Atlanta, Ga.	388
WCOP	Boston, Mass.	461
WCOR	Lebanon, Tenn.	639
WCOS	Columbia, S. C.	627
WCOU	Lewiston, Me.	452
WCOV	Montgomery, Ala.	317
WCPA	Clearfield, Pa.	601
WCPM	Middlesboro, Ky.	443
WCPO	Cincinnati, O.	574
WCPS	Tarboro, N. C.	567
WCRA	Effingham, Ill.	412
WCRB	Waltham, Mass.	468
WCRK	Morristown, Tenn.	641
WCRO	Johnstown, Pa.	606
WCRS	Greenwood, S. C.	629
WCRW	Chicago, Ill.	407
WCSC	Charleston, S. C.	626

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WCSH	Portland, Me.	453
WCSS	Amsterdam, N. Y.	526
WCTA	Andalusia, Ala.	311
WCTC	New Brunswick, N. J.	519
WCTT	Corbin, Ky.	439
WCUM	Cumberland, Md.	457
WCVA	Culpeper, Va.	678
WCVI	Connellsville, Pa.	601
WCVS	Springfield, Ill.	417
WCYB	Bristol, Va.	677
WDAD	Indiana, Pa.	605
WDAE	Tampa, Fla.	386
WDAF	Kansas City, Mo.	500
WDAK	Columbus, Ga.	393
WDAN	Danville, Ill.	411
WDAR	Savannah, Ga.	398
WDAS	Philadelphia, Pa.	611
WDEL	Wilmington, Del.	372
WDAY	Fargo, N. Dak.	571
WDBC	Escanaba, Mich.	477
WDBJ	Roanoke, Va.	683
WDBO	Orlando, Fla.	382
WDEC	Americus, Ga.	388
WDEF	Chattanooga, Tenn.	634
WDEM	Providence, R. I.	623
WDEV	Waterbury, Vt.	676
WDGY	Minneapolis, Minn.	488
WDHL	Bradenton, Fla.	376
WDIA	Memphis, Tenn.	639
WDIG	Dothan, Ala.	314
WDKD	Kingstree, S. C.	630
WDLB	Marshfield, Wis.	701
WDLF	De Land, Fla.	377
WDLP	Panama City, Fla.	383
WDMG	Douglas, Ga.	394
WDMJ	Marquette, Mich.	481
WDNC	Durham, N. C.	558
WDNE	Elkins, W. Va.	694
WDOD	Chattanooga, Tenn.	635
WDOK	Cleveland, O.	575
WDOS	Oneonta, N. Y.	549
WDOV	Dover, Del.	372
WDRC	Hartford, Conn.	367
WDSC	Dillon, S. C.	627
WDSG	Dyersburg, Tenn.	636
WDSM	Superior, Wis.	705
WDSR	Lake City, Fla.	379
WDSU	New Orleans, La.	448
WDUK	Durham, N. C.	558
WDUN	Gainesville, Ga.	395
WDUZ	Green Bay, Wis.	699
WDVA	Danville, Va.	678
WDWD	Dawson, Ga.	394
WDWS	Champaign, Ill.	405
WDXB	Chattanooga, Tenn.	635
WDXI	Jackson, Tenn.	636
WDYK	Cumberland, Md.	459
WDZ	Decatur, Ill.	411
WEAB	Greer, S. C.	629
WEAM	Arlington, Va.	676
WEAN	Providence, R. I.	623
WEAR	Pensacola, Fla.	384
WEAS	Atlanta-Decatur, Ga.	389
WEAT	Lake Worth, Fla.	380
WEAU	Eau Claire, Wis.	698
WEAV	Plattsburg, N. Y.	549
WEBC	Duluth, Minn.	486
WEBJ	Brewton, Ala.	313
WEBQ	Harrisburg, Ill.	413
WEBR	Buffalo, N. Y.	529
WEDC	Chicago, Ill.	407
WEDO	McKeesport, Pa.	607
WEDR	Birmingham, Ala.	312
WEEB	Southern Pines, N. C.	567
WEED	Rocky Mount, N. C.	566
WEEI	Boston, Mass.	461
WEEK	Peoria, Ill.	416
WEEU	Reading, Pa.	616
WEGO	Concord, N. C.	557
WEIM	Fitchburg, Mass.	464
WEKR	Fayetteville, Tenn.	636
WELI	New Haven, Conn.	370
WELL	Battle Creek, Mich.	471
WELO	Elmira, N. Y.	531
WELO	Tupelo, Miss.	496
WELR	Roanoke, Ala.	318
WEMP	Milwaukee, Wis.	702
WENA	Bayamon, P. R.	711
WENC	Whiteville, N. C.	568
WENE	Endicott, N. Y.	529
WENK	Union City, Tenn.	643
WENR	Chicago, Ill.	407
WENT	Gloversville, N. Y.	533
WENY	Elmira, N. Y.	531
WEOA	Evansville, Ind.	419
WEOK	Poughkeepsie, N. Y.	549
WEOL	Elyria, O.	578
WEPM	Martinsburg, W. Va.	695
WERC	Erie, Pa.	603
WERD	Atlanta, Ga.	391
WERE	Cleveland, O.	575
WERI	Westerly, R. I.	625
WESA	Charleroi, Pa.	600
WESB	Bradford, Pa.	600
WESC	Greenville, S. C.	628
WEST	Easton, Pa.	601
WESX	Salem, Mass.	467
WETB	Johnson City, Tenn.	637
WEVD	New York, N. Y.	537
WEVE	Eveleth, Minn.	486
WEW	St. Louis, Mo.	504
WEWO	Laurinburg, N. C.	562
WEXL	Royal Oak, Mich.	482
WEXT	Milwaukee, Wis.	702
WFAA	Dallas, Tex.	651
WFAS	White Plains, N. Y.	554
WFAU	Augusta, Me.	451
WFAX	Falls Church, Va.	678
WFBC	Greenville, S. C.	629
WFBG	Altoona, Pa.	598
WFBL	Syracuse, N. Y.	552
WFBM	Indianapolis, Ind.	421
WFBR	Baltimore, Md.	456
WFCB	Dunkirk, N. Y.	531
WFCI	Providence, R. I.	623
WFDF	Flint, Mich.	477
WFEA	Manchester, N. H.	516
WFEB	Sylacauga, Ala.	318
WFEC	Miami, Fla.	380
WFGN	Gaffney, S. C.	628
WFHG	Bristol, Va.	677
WFHR	Wisconsin Rapids, Wis.	705
WFIG	Sumter, S. C.	631
WFIL	Philadelphia, Pa.	611

Call Letters	City—State	See Page
WFIN	Findlay, O.	578
WFKY	Frankfort, Ky.	440
WFLA	Tampa, Fla.	386
WFLB	Fayetteville, N. C.	559
WFLO	Farmville, Va.	678
WFMD	Frederick, Md.	459
WFMJ	Youngstown, O.	583
WFNC	Fayetteville, N. C.	559
WFNS	Burlington, N. C.	556
WFOM	Marietta, Ga.	396
WFOR	Hattiesburg, Miss.	493
WFOX	Milwaukee, Wis.	702
WFOY	St. Augustine, Fla.	384
WFPG	Atlantic City, N. J.	517
WFRC	Reidsville, N. C.	565
WFRL	Freeport, Ill.	413
WFRP	Savannah, Ga.	398
WFTC	Kinston, N. C.	562
WFTL	Fort Lauderdale, Fla.	377
WFTM	Maysville, Ky.	442
WFTR	Front Royal, Va.	679
WFUN	Huntsville, Ala.	316
WFUR	Grand Rapids, Mich.	478
WFVA	Fredericksburg, Va.	678
WFVG	Fuquay Springs, N. C.	559
WFYC	Alma, Mich.	471
WGAA	Cedartown, Ga.	393
WGAC	Augusta, Ga.	391
WGAD	Gadsden, Ala.	315
WGAI	Elizabeth City, N. C.	559
WGAL	Lancaster, Pa.	606
WGAN	Portland, Me.	453
WGAP	Maryville, Tenn.	639
WGAR	Cleveland, O.	575
WGAT	Utica, N. Y.	553
WGAU	Athens, Ga.	388
WGAY	Silver Spring, Md.	460
WGBA	Columbus, Ga.	393
WGBB	Freeport, N. Y.	533
WGBF	Evansville, Ind.	419
WGBG	Greensboro, N. C.	561
WGBI	Scranton, Pa.	617
WGBR	Goldsboro, N. C.	560
WGBS	Miami, Fla.	381
WGCD	Chester, S. C.	627
WGCM	Gulfport, Miss.	493
WGEM	Quincy, Ill.	416
WGES	Chicago, Ill.	407
WGEZ	Beloit, Wis.	698
WGFG	Kalamazoo, Mich.	480
WGGA	Gainesville, Ga.	395
WGGG	Gainesville, Fla.	378
WGGH	Marion, Ill.	415
WGH	Newport News, Va.	680
WGIA	Caguas, P. R.	711
WGIG	Brunswick, Ga.	392
WGIL	Galesburg, Ill.	413
WGIV	Charlotte, N. C.	557
WGKV	Charleston, W. Va.	693
WGL	Ft. Wayne, Ind.	420
WGLN	Glens Falls, N. Y.	533
WGLS	Decatur, Ga.	394
WGN	Chicago, Ill.	409
WGNC	Gastonia, N. C.	559
WGNH	Gadsden, Ala.	315
WGNI	Wilmington, N. C.	568
WGNS	Murfreesboro, Tenn.	641
WGNY	Newburgh, N. Y.	537
WGOV	Valdosta, Ga.	399
WGPA	Bethlehem, Pa.	599
WGPC	Albany, Ga.	387
WGR	Buffalo, N. Y.	529
WGRC	Louisville, Ky.	441
WGRD	Grand Rapids, Mich.	478
WGRM	Greenwood, Miss.	492
WGRO	Bay City, Mich.	473
WGRV	Greenville, Tenn.	636
WGST	Atlanta, Ga.	389
WGTC	Greenville, N. C.	561
WGTL	Kannapolis, N. C.	562
WGTM	Wilson, N. C.	569
WGTN	Georgetown, S. C.	628
WGUY	Bangor, Me.	452
WGVA	Geneva, N. Y.	533
WGVM	Greenville, Miss.	492
WGWC	Selma, Ala.	318
WGWD	Gadsden, Ala.	315
WGWR	Asheboro, N. C.	555
WGY	Schenectady, N. Y.	552
WGYV	Greenville, Ala.	315
WHAI	Greenfield, Mass.	465
WHAK	Rogers City, Mich.	482
WHAL	Shelbyville, Tenn.	642
WHAM	Rochester, N. Y.	551
WHAN	Charleston, S. C.	626
WHAP	Hopewell, Va.	679
WHAR	Clarksburg, W. Va.	694
WHAS	Louisville, Ky.	441
WHAT	Philadelphia, Pa.	611
WHAV	Haverhill, Mass.	466
WHAW	Weston, W. Va.	697
WHAY	New Britain, Conn.	369
WHAZ	Troy, N. Y.	553
WHB	Kansas City, Mo.	500
WHBB	Selma, Ala.	318
WHBC	Canton, O.	574
WHBF	Rock Island, Ill.	417
WHBI	Newark, N. J.	518
WHBL	Sheboygan, Wis.	704
WHBO	Tampa, Fla.	387
WHBQ	Memphis, Tenn.	639
WHBS	Huntsville, Ala.	316
WHBT	Harriman, Tenn.	636
WHBU	Anderson, Ind.	418
WHBY	Appleton, Wis.	698
WHCC	Waynesville, N. C.	568
WHCU	Ithaca, N. Y.	516
WHDF	Houghton-Calumet, Mich.	479
WHDH	Boston, Mass.	461
WHDL	Olean, N. Y.	547
WHEB	Portsmouth, N. H.	517
WHEC	Rochester, N. Y.	551
WHED	Washington, N. C.	568
WHFB	Benton Harbor, Mich.	473
WHFC	Cicero, Ill.	411
WHGB	Harrisburg, Pa.	603
WHHH	Warren, O.	582
WHHM	Memphis, Tenn.	640
WHIM	Providence, R. I.	623
WHIN	Gallatin, Tenn.	636
WHIO	Dayton, O.	577
WHIR	Danville, Ky.	439
WHIS	Bluefield, W. Va.	692
WHIT	New Bern, N. C.	564

Call Letters	City—State	See Page
WHIZ	Zanesville, O.	583
WHJB	Greensburg, Pa.	603
WHK	Cleveland, O.	576
WHKC	Columbus, O.	577
WHKK	Akron, O.	573
WHKP	Hendersonville, N. C.	561
WHKY	Hickory, N. C.	561
WHLB	Virginia, Minn.	490
WHLD	Niagara Falls, N. Y.	547
WHLF	South Boston, Va.	683
WHLI	Hempstead, N. Y.	533
WHLL	Wheeling, W. Va.	697
WHLN	Harlan, Ky.	440
WHLS	Port Huron, Mich.	482
WHMA	Anniston, Ala.	311
WHNC	Henderson, N. C.	561
WHO	Des Moines, Ia.	428
WHOB	Gardner, Mass.	465
WHOC	Philadelphia, Miss.	496
WHOD	Homestead, Pa.	605
WHOK	Lancaster, O.	579
WHOL	Allentown, Pa.	598
WHOM	New York, N. Y.	539
WHOO	Orlando, Fla.	383
WHOP	Hopkinsville, Ky.	440
WHOS	Decatur, Ala.	313
WHOT	South Bend, Ind.	424
WHOW	Clinton, Ill.	411
WHP	Harrisburg, Pa.	603
WHPE	High Point, N. C.	562
WHRV	Ann Arbor, Mich.	471
WHSC	Hartsville, S. C.	629
WHSY	Hattiesburg, Miss.	493
WHTB	Talladega, Ala.	319
WHTC	Holland, Mich.	479
WHTN	Huntington, W. Va.	694
WHUB	Cookeville, Tenn.	635
WHUC	Hudson, N. Y.	534
WHUM	Reading, Pa.	616
WHUN	Huntingdon, Pa.	605
WHVR	Hanover, Pa.	603
WHWL	Nanticoke, Pa.	609
WHYN	Holyoke, Mass.	466
WHYU	Newport News, Va.	680
WIAC	San Juan, P. R.	715
WIBA	Madison, Wis.	700
WIBB	Macon, Ga.	396
WIBC	Indianapolis, Ind.	421
WIBG	Philadelphia, Pa.	613
WIBK	Knoxville, Tenn.	638
WIBM	Jackson, Miss.	480
WIBR	Baton Rouge, La.	446
WIBS	San Juan, P. R.	717
WIBU	Poynette, Wis.	704
WIBV	Belleville, Ill.	404
WIBW	Topeka, Kans.	437
WIBX	Utica, N. Y.	553
WICA	Ashtabula, O.	573
WICC	Bridgeport, Conn.	367
WICH	Norwich, Conn.	370
WICY	Malone, N. Y.	535
WIDE	Biddeford, Me.	452
WIGM	Medford, Wis.	701
WIHL	Hammond, La.	447
WIKB	Iron River, Mich.	479
WIKC	Bogalusa, La.	446
WIKK	Erie, Pa.	603
WIKY	Evansville, Ind.	420
WIL	St. Louis, Mo.	504
WILE	Cambridge, O.	573
WILK	Wilkes-Barre, Pa.	619
WILM	Wilmington, Del.	373
WILS	Lansing, Mich.	480
WIMA	Lima, O.	579
WIMS	Michigan City, Ind.	422
WINA	Charlottesville, Va.	677
WINC	Winchester, Va.	684
WIND	Chicago, Ill.	409
WING	Dayton, O.	578
WINK	Ft. Myers, Fla.	377
WINN	Louisville, Ky.	441
WINR	Binghamton, N. Y.	526
WINS	New York, N. Y.	539
WINX	Washington, D. C.	373
WINZ	Hollywood, Fla.	378
WIOD	Miami, Fla.	381
WIOU	Kokomo, Ind.	422
WIP	Philadelphia, Pa.	613
WIRA	Fort Pierce, Fla.	378
WIRB	Enterprise, Ala.	314
WIRC	Hickory, N. C.	562
WIRE	Indianapolis, Ind.	421
WIRJ	Humboldt, Tenn.	636
WIRK	West Palm Beach, Fla.	387
WIRL	Peoria, Ill.	416
WIS	Columbia, S. C.	627
WISC	Madison, Wis.	701
WISE	Asheville, N. C.	556
WISH	Indianapolis, Ind.	421
WISL	Shamokin, Pa.	618
WISN	Milwaukee, Wis.	702
WISR	Butler, Pa.	600
WITA	Santurce, P. R.	718
WITH	Baltimore, Md.	456
WITR	Santurce, P. R.	718
WITZ	Jasper, Ind.	422
WIVY	Jacksonville, Fla.	378
WIZE	Springfield, O.	581
WJAC	Johnstown, Pa.	606
WJAG	Norfolk, Neb.	512
WJAR	Providence, R. I.	623
WJAS	Pittsburgh, Pa.	615
WJAX	Jacksonville, Fla.	378
WJAY	Mullins, S. C.	630
WJBE	Haleyville, Ala.	315
WJBC	Bloomington, Ill.	404
WJBF	Augusta, Ga.	391
WJBK	Detroit, Mich.	476
WJBO	Baton Rouge, La.	446
WJBW	New Orleans, La.	449
WJBY	Gadsden, Ala.	315
WJCD	Seymour, Ind.	424
WJDA	Quincy, Mass.	467
WJEF	Grand Rapids, Mich.	478
WJDX	Jackson, Miss.	493
WJEJ	Hagerstown, Md.	460
WJEL	Springfield, O.	581
WJHL	Johnson City, Tenn.	638
WJHO	Opelika, Ala.	318
WJHP	Jacksonville, Fla.	378
WJIG	Tullahoma, Tenn.	643
WJIM	Lansing, Mich.	480
WJJD	Chicago, Ill.	409
WJJJ	Montgomery, Ala.	317

Call Letters	City—State	See Page
WJJL	Niagara Falls, N. Y.	547
WJJM	Lewisburg, Tenn.	639
WJLB	Detroit, Mich.	476
WJLD	Bessemer, Ala.	312
WJLS	Beckley, W. Va.	692
WJMA	Orange, Va.	781
WJMB	Brookhaven, Miss.	491
WJMC	Rice Lake, Wis.	704
WJMJ	Philadelphia, Pa.	613
WJMO	Cleveland, O.	576
WJMR	New Orleans, La.	449
WJMS	Ironwood, Mich.	479
WJMW	Athens, Ala.	311
WJMX	Florence, S. C.	628
WJNC	Jacksonville, N. C.	562
WJNO	West Palm Beach, Fla.	387
WJOB	Hammond, Ind.	421
WJOC	Jamestown, N. Y.	535
WJOI	Florence, Ala.	314
WJOL	Joliet, Ill.	414
WJOR	Bangor, Me.	452
WJOY	Burlington, Vt.	675
WJPA	Washington, Pa.	619
WJPD	Ishpeming, Mich.	480
WJPF	Herrin, Ill.	414
WJPG	Green Bay, Wis.	699
WJPR	Greenville, Miss.	492
WJPS	Evansville, Ind.	420
WJQS	Jackson, Miss.	494
WJR	Detroit, Mich.	476
WJRD	Tuscaloosa, Ala.	319
WJRI	Lenoir, N. C.	563
WJSW	Altoona, Pa.	598
WJTN	Jamestown, N. Y.	536
WJVA	South Bend, Ind.	424
WJVB	Jacksonville Beach, Fla.	379
WJW	Cleveland, O.	576
WJXN	Jackson, Miss.	494
WJZ	New York, N. Y.	539
WJZM	Clarksville, Tenn.	635
WKAB	Mobile, Ala.	316
WKAI	Macomb, Ill.	414
WKAL	Rome, N. Y.	551
WKAM	Warsaw, Ind.	425
WKAN	Kankakee, Ill.	414
WKAP	Allentown, Pa.	598
WKAQ	San Juan, P. R.	717
WKAT	Miami Beach, Fla.	382
WKAX	Birmingham, Ala.	312
WKAY	Glasgow, Ky.	440
WKBB	Dubuque, Ia.	428
WKBC	N. Wilkesboro, N. C.	564
WKBH	LaCrosse, Wis.	700
WKBN	Youngstown, O.	583
WKBO	Harrisburg, Pa.	605
WKBR	Manchester, N. H.	516
WKBS	Oyster Bay, N. Y.	549
WKBV	Richmond, Ind.	423
WKBW	Buffalo, N. Y.	531
WKBZ	Muskegon, Mich.	481
WKCT	Bowling Green, Ky.	439
WKDA	Nashville, Tenn.	641
WKDK	Newberry, S. C.	630
WKDN	Camden, N. J.	518
WKEU	Griffin, Ga.	395
WKEY	Covington, Va.	677
WKGN	Knoxville, Tenn.	638
WKIC	Hazard, Ky.	440
WKID	Urbana, Ill.	418
WKIN	Kittanning, Pa.	606
WKIP	Poughkeepsie, N. Y.	549
WKIX	Columbia, S. C.	627
WKJB	Mayaguez, P. R.	713
WKJG	Fort Wayne, Ind.	420
WKLA	Ludington, Mich.	481
WKLF	Clanton, Ala.	313
WKLO	Louisville, Ky.	441
WKLV	Blackstone, Va.	677
WKLX	Lexington, Ky.	440
WKLY	Hartwell, Ga.	395
WKMA	Quitman, Ga.	397
WKMH	Dearborn, Mich.	473
WKNA	Charleston, W. Va.	693
WKNB	New Britain, Conn.	369
WKNE	Keene, N. H.	515
WKNX	Saginaw, Mich.	482
WKNY	Kingston, N. Y.	535
WKOK	Sunbury, Pa.	618
WKOP	Binghamton, N. Y.	527
WKOW	Madison, Wis.	701
WKOX	Framingham, Mass.	465
WKOY	Bluefield, W. Va.	693
WKOZ	Kosciusko, Miss.	494
WKPA	New Kensington, Pa.	609
WKPT	Kingsport, Tenn.	638
WKRC	Cincinnati, O.	575
WKRG	Mobile, Ala.	317
WKRM	Columbia, Tenn.	635
WKRO	Cairo, Ill.	404
WKRS	Waukegan, Ill.	418
WKRT	Cortland, N. Y.	531
WKRZ	Oil City, Pa.	609
WKSR	Pulaski, Tenn.	642
WKST	New Castle, Pa.	609
WKTG	Thomasville, Ga.	399
WKTM	Mayfield, Ky.	442
WKTY	La Crosse, Wis.	700
WKUL	Cullman, Ala.	313
WKUM	Arecibo, P. R.	711
WKVA	Lewistown, Pa.	607
WKWF	Key West, Fla.	379
WKWK	Wheeling, W. Va.	697
WKXL	Concord, N. H.	515
WKXY	Sarasota, Fla.	385
WKY	Oklahoma City, Okla.	588
WKYB	Paducah, Ky.	444
WKYW	Louisville, Ky.	442
WKZO	Kalamazoo, Mich.	480
WLAC	Nashville, Tenn.	641
WLAD	Danbury, Conn.	367
WLAG	La Grange, Ga.	396
WLAK	Lakeland, Fla.	379
WLAM	Lewiston, Me.	453
WLAN	Lancaster, Pa.	606
WLAP	Lexington, Ky.	441
WLAQ	Rome, Ga.	397
WLAR	Athens, Tenn.	634
WLAT	Conway, S. C.	627
WLAU	Laurel, Miss.	495
WLAV	Grand Rapids, Mich.	478
WLAW	Lawrence, Mass.	466

Call Letters	City—State	See Page
WLAY	Muscle Shoals City, Ala.	318
WLBB	Carrollton, Ga.	393
WLBC	Munice, Ind.	423
WLBE	Leesburg-Eustis, Fla.	380
WLBG	Laurens, S. C.	630
WLBH	Mattoon, Ill.	415
WLBJ	Bowling Green, Ky.	439
WLBK	De Kalb, Ill.	412
WLBR	Lebanon, Pa.	606
WLBZ	Bangor, Me.	452
WLCR	Torrington, Conn.	371
WLCS	Baton Rouge, La.	446
WLCX	La Crosse, Wis.	700
WLDS	Jacksonville, Ill.	414
WLDY	Ladysmith, Wis.	700
WLEA	Hornell, N. Y.	534
WLEC	Sandusky, O.	580
WLEE	Richmond, Va.	682
WLET	Toccoa, Ga.	399
WLEU	Erie, Pa.	603
WLEX	Lexington, Ky.	441
WLIB	New York, N. Y.	541
WLIN	Merrill, Wis.	701
WLIO	East Liverpool, O.	578
WLIP	Kenosha, Wis.	700
WLIZ	Bridgeport, Conn.	367
WLLH	Lowell-Lawrence, Mass.	466
WLNA	Peekskill, N. Y.	549
WLNH	Laconia, N. H.	516
WLOA	Braddock, Pa.	599
WLOE	Leaksville, N. C.	563
WLOF	Orlando, Fla.	383
WLOG	Logan, W. Va.	695
WLOH	Princeton, W. Va.	696
WLOI	La Porte, Ind.	422
WLOK	Lima, O.	579
WLOL	Minneapolis, Minn.	488
WLOS	Asheville, N. C.	556
WLOU	Louisville, Ky.	442
WLOW	Norfolk, Va.	680
WLOX	Biloxi, Miss.	491
WLPM	Suffolk, Va.	684
WLPO	LaSalle, Ill.	414
WLRP	New Albany, Ind.	423
WLS	Chicago, Ill.	411
WLSI	Pikeville, Ky.	444
WLTC	Gastonia, N. C.	560
WLTR	Bloomsburg, Pa.	599
WLVA	Lynchburg, Va.	679
WLW	Cincinnati, O.	575
WLXW	Carlisle, Pa.	600
WLYN	Lynn, Mass.	466
WMAJ	State College, Pa.	618
WMAK	Nashville, Tenn.	641
WMAN	Mansfield, O.	579
WMAL	Washington, D. C.	373
WMAM	Marinette, Wis.	701
WMAP	Monroe, N. C.	563
WMAQ	Chicago, Ill.	411
WMAS	Springfield, Mass.	468
WMAW	Milwaukee, Wis.	702
WMAZ	Macon, Ga.	396
WMBC	Macon, Miss.	495
WMBD	Peoria, Ill.	416
WMBG	Richmond, Va.	682
WMBH	Joplin, Mo.	499
WMBL	Morehead City, N. C.	563
WMBM	Miami Beach, Fla.	382
WMBN	Petoskey, Mich.	482
WMBO	Auburn, N. Y.	526
WMBR	Jacksonville, Fla.	379
WMBS	Uniontown, Pa.	618
WMC	Memphis, Tenn.	640
WMCA	New York, N. Y.	541
WMCK	McKeesport, Pa.	607
WMDD	Fajardo, P. R.	713
WMDN	Midland, Mich.	481
WMEV	Marion, Va.	680
WMEX	Boston, Mass.	463
WMFD	Wilmington, N. C.	569
WMFG	Hibbing, Minn.	487
WMFJ	Daytona Beach, Fla.	377
WMFR	High Point, N. C.	562
WMFT	Florence, Ala.	314
WMGA	Moultrie, Ga.	397
WMGM	New York, N. Y.	541
WMGR	Bainbridge, Ga.	392
WMGW	Meadville, Pa.	609
WMGY	Montgomery, Ala.	317
WMID	Atlantic City, N. J.	517
WMIE	Miami, Fla.	381
WMIK	Middlesboro, Ky.	443
WMIL	Milwaukee, Wis.	702
WMIN	St. Paul, Minn.	490
WMIQ	Iron Mountain, Mich.	479
WMIS	Natchez, Miss.	496
WMIX	Mount Vernon, Ill.	415
WMJM	Cordele, Ga.	394
WMLS	Sylacauga, Ala.	318
WMLT	Dublin, Ga.	394
WMMB	Melbourne, Fla.	380
WMMJ	Peoria, Ill.	416
WMMN	Fairmount, W. Va.	694
WMMW	Meriden, Conn.	369
WMMT	McMinnville, Tenn.	641
WMNB	North Adams, Mass.	467
WMNC	Morgantown, N. C.	564
WMOA	Marietta, O.	579
WMOC	Covington, Ga.	394
WMOG	Brunswick, Ga.	393
WMOH	Hamilton, O.	579
WMON	Montgomery, W. Va.	695
WMOU	Berlin, N. H.	515
WMOX	Meridian, Miss.	495
WMPS	Memphis, Tenn.	640
WMRA	Myrtle Beach, S. C.	630
WMRC	Greenville, S. C.	629
WMRF	Lewiston, Pa.	607
WMRN	Marion, O.	580
WMRO	Aurora, Ill.	404
WMRP	Flint, Mich.	478
WMSA	Massena, N. Y.	535
WMSL	Decatur, Ala.	313
WMT	Cedar Rapids, Ia.	426
WMTC	Vancleve, Ky.	445
WMTR	Morristown, N. J.	518
WMTW	Portland, Me.	453
WMUR	Manchester, N. H.	516
WMUS	Muskegon, Mich.	481
WMUU	Greenville, S. C.	629
WMVA	Martinsville, Va.	680
WMVG	Milledgeville, Ga.	397
WNAB	Bridgeport, Conn.	367
WNAC	Boston, Mass.	463

Call Letters	City—State	See Page
WNAE	Warren, Pa.	619
WNAG	Grenada, Miss.	493
WNAM	Neenah, Wis.	703
WNAO	Raleigh, N. C.	564
WNAR	Norristown, Pa.	609
WNAT	Natchez, Miss.	496
WNAV	Annapolis, Md.	455
WNAW	North Adams, Mass.	467
WNAX	Yankton, S. Dak.	634
WNBC	New York, N. Y.	543
WNBF	Binghamton, N. Y.	527
WNBH	New Bedford, Mass.	467
WNBS	Murray, Ky.	443
WNBZ	Saranac Lake, N. Y.	552
WNCA	Aiken, S. C.	625
WNDB	Daytona Beach, Fla.	377
WNDR	Syracuse, N. Y.	552
WNEB	Worcester, Mass.	469
WNEL	San Juan, P. R.	717
WNER	Live Oak, Fla.	380
WNEW	New York, N. Y.	543
WNEX	Macon, Ga.	396
WNGO	Mayfield, Ky.	442
WNHC	New Haven, Conn.	370
WNJR	Newark, N. J.	519
WNLC	New London, Conn.	370
WNLK	Norwalk, Conn.	370
WNMP	Evanston, Ill.	412
WNNC	Newton, N. C.	564
WNNT	Warsaw, Va.	684
WNOK	Columbia, S. C.	627
WNOE	New Orleans, La.	449
WNOP	Newport, Ky.	443
WNOR	Norfolk, Va.	681
WNOW	York, Pa.	621
WNOX	Knoxville, Tenn.	638
WNVA	Norton, Va.	681
WOAI	San Antonio, Tex.	667
WOAP	Owosso, Mich.	481
WOAY	Oak Hill, W. Va.	696
WOBS	Jacksonville, Fla.	379
WOBT	Rhinelander, Wis.	704
WOC	Davenport, Ia.	427
WOCB	West Yarmouth, Mass.	468
WOHI	East Liverpool, O.	578
WOHS	Shelby, N. C.	567
WOKO	Albany, N. Y.	525
WOKZ	Alton, Ill.	404
WOL	Washington, D. C.	373
WOLF	Syracuse, N. Y.	553
WOLS	Florence, S. C.	628
WOMI	Owensboro, Ky.	443
WOMT	Manitowoc, Wis.	701
WONE	Dayton, O.	578
WONN	Lakeland, Fla.	380
WONO	Oneonta, N. Y.	535
WONS	Hartford, Conn.	368
WONW	Defiance, O.	578
WOOB	Anniston, Ala.	311
WOOD	Grand Rapids, Mich.	479
WOOF	Dothan, Ala	314
WOOK	Silver Spring, Md.	460
WOPI	Bristol, Tenn.	634
WOR	New York, N. Y.	543
WORA	Mayaguez, P. R.	713
WORC	Worcester, Mass.	469
WORD	Spartanburg, S. C.	631
WORK	York, Pa.	622
WORZ	Orlando, Fla.	383
WOSC	Fulton, N. Y.	533
WOSH	Oshkosh, Wis.	703
WOTW	Nashau, N. H.	516
WOV	New York, N. Y.	547
WOW	Omaha, Neb.	513
WOWO	Ft. Wayne, Ind.	420
WOXF	Oxford, N. C.	564
WPAB	Ponce, P. R.	715
WPAD	Paducah, Ky.	444
WPAG	Ann Arbor, Mich.	471
WPAL	Charleston, S. C.	626
WPAM	Pottsville, Pa.	616
WPAQ	Mount Airy, N. C.	564
WPAR	Parkersburg, W. Va.	696
WPAT	Paterson, N. J.	520
WPAX	Thomasville, Ga.	399
WPAY	Portsmouth, O.	580
WPBC	Minneapolis, Minn.	488
WPCF	Panama City, Fla.	384
WPDQ	Jacksonville, Fla.	379
WPDX	Clarksburg, W. Va.	694
WPEN	Philadelphia, Pa.	615
WPFB	Middletown, O.	580
WPGH	Pittsburgh, Pa.	615
WPIC	Sharon, Pa.	618
WPIK	Alexandria, Va.	676
WPIT	Pittsburgh, Pa.	616
WPKE	Pikeville, Ky.	444
WPKY	Princeton, Ky.	444
WPLA	Plant City, Fla.	384
WPLH	Huntington, W. Va.	695
WPLI	Jackson, Tenn.	637
WPOR	Portland, Me.	455
WPPA	Pottsville, Pa.	616
WPRA	Mayaguez, P. R.	713
WPRG	Lincoln, Ill.	414
WPRO	Providence, R. I.	625
WPRP	Ponce, P. R.	715
WPTF	Raleigh, N. C.	565
WPTR	Albany, N. Y.	525
WPTW	Piqua, O.	580
WPUV	Pulaski, Va.	682
WPWA	Chester, Pa.	601
WQAM	Miami, Fla.	382
WQAN	Scranton, Pa.	617
WQBC	Vicksburg, Miss.	496
WQQW	Washington, D. C.	373
WQUA	Moline, Ill.	415
WQXI	Atlanta, Ga.	391
WQXR	New York, N. Y.	547
WRAK	Williamsport, Pa.	621
WRAL	Raleigh, N. C.	565
WRAW	Reading, Pa.	617
WRBC	Jackson, Miss.	494
WRBL	Columbus, Ga.	393
WRC	Washington, D. C.	374
WRCO	Richland, Wis.	704
WRCS	Ahoskie, N. C.	555
WRDO	Augusta, Me.	451
WRDW	Augusta, Ga.	392
WREC	Memphis, Tenn.	641
WREL	Lexington, Va.	679
WREN	Topeka, Kans.	437
WREX	Duluth, Minn.	486

Call Letters	City—State	See Page
WRFC	Athens, Ga.	388
WRFD	Worthington, O.	582
WRFS	Alexander City, Ala.	311
WRFW	Eau Clare, Wis.	699
WRGA	Rome, Ga.	397
WRHI	Rock Hill, S. C.	630
WRIA	Caguas, P. R.	711
WRIB	Providence, R. I.	625
WRIO	Rio Piedras, P. R.	715
WRJM	Newport, R. I.	623
WRJN	Racine, Wis.	704
WRJW	Pacayune, Miss.	496
WRLD	West Point, Ga.	400
WRMN	Elgin, Ill.	412
WRNL	Richmond, Va.	682
WRNO	Orangeburg, S. C.	630
WRNY	Rochester, N. Y.	551
WROB	West Point, Miss.	497
WROD	Daytona Beach, Fla.	377
WROK	Rockford, Ill.	417
WROL	Knoxville, Tenn.	639
WROM	Rome, Ga.	397
WRON	Ronceverte, W. Va.	696
WROV	Roanoke, Va.	683
WROW	Albany, N. Y.	525
WROX	Clarksdale, Miss.	491
WROY	Carmi, Ill.	405
WRR	Dallas, Tex.	651
WRRF	Washington, N. C.	568
WRRZ	Clinton, N. C.	557
WRTA	Altoona, Pa.	598
WRUF	Gainesville, Fla.	378
WRUN	Utica, N. Y.	554
WRVA	Richmond, Va.	683
WRXO	Roxboro, N. C.	566
WRYO	Rochester, Pa.	617
WSAI	Cincinnati, O.	575
WSAL	Logansport, Ind.	422
WSAM	Saginaw, Mich.	483
WSAN	Allentown, Pa.	598
WSAP	Portsmouth, Va.	682
WSAR	Fall River, Mass.	464
WSAT	Salisbury, N. C.	566
WSAU	Wausau, Wis.	705
WSAV	Savannah, Ga.	398
WSAY	Rochester, N. Y.	551
WSAZ	Huntington, W. Va.	695
WSB	Atlanta, Ga.	391
WSBA	York, Pa.	622
WSBC	Chicago, Ill.	411
WSBR	Superior, Wis.	705
WSBT	South Bend, Ind.	424
WSCR	Scranton, Pa.	617
WSDR	Sterling, Ill.	418
WSFA	Montgomery, Ala.	317
WSFC	Somerset, Ky.	444
WSFL	Springfield, Mass.	468
WSFT	Thomaston, Ga.	398
WSGC	Elberton, Ga.	395
WSGN	Birmingham, Ala.	312
WSHB	Stillwater, Minn.	490
WSIC	Statesville, N. C.	567
WSID	Baltimore, Md.	457
WSIP	Paintsville, Ky.	444
WSIR	Winter Haven, Fla.	387
WSIV	Pekin, Ill.	415
WSIX	Nashville, Tenn.	642
WSJS	Winston-Salem, N. C.	569
WSKB	McComb, Miss.	495
WSKI	Montpelier-Barre, Vt.	675
WSKY	Asheville, N. C.	556
WSLB	Ogdensburg, N. Y.	547
WSLI	Jackson, Miss.	494
WSLS	Roanoke, Va.	683
WSM	Nashville, Tenn.	642
WSMB	New Orleans, La.	450
WSNJ	Bridgeton, N. J.	518
WSNW	Seneca, S. C.	631
WSNY	Schenectady, N. Y.	552
WSOC	Charlotte, N. C.	557
WSON	Henderson, Ky.	440
WSOO	Sault Ste. Marie, Mich.	483
WSOY	Decatur, Ill.	412
WSPA	Spartanburg, S. C.	631
WSPB	Sarasota, Fla.	385
WSPC	Anniston, Ala.	311
WSPD	Toledo, O.	582
WSPR	Springfield, Mass.	468
WSRS	Cleveland, O.	576
WSSB	Durham, N. C.	558
WSSO	Starkville, Miss.	496
WSSV	Petersburg, Va.	681
WSTC	Stamford, Conn.	371
WSTP	Salisbury, N. C.	566
WSTS	Southern Pines, N. C.	567
WSTV	Steubenville, O.	581
WSUA	Bloomington, Ind.	418
WSUN	St. Petersburg, Fla.	384
WSVA	Harrisonburg, Va.	679
WSVS	Crewe, Va.	677
WSWN	Belle Glade, Fla.	376
WSYB	Rutland, Vt.	676
WSYR	Syracuse, N. Y.	553
WTAC	Flint, Mich.	478
WTAD	Quincy, Ill.	416
WTAG	Worcester, Mass.	469
WTAL	Tallahassee, Fla.	385
WTAM	Cleveland, O.	577
WTAN	Clearwater, Fla.	376
WTAO	Cambridge, Mass.	464
WTAR	Norfolk, Va.	681
WTAW	College Station, Tex.	649
WTAX	Springfield, Ill.	417
WTBC	Tuscaloosa, Ala.	319
WTBF	Troy, Ala.	319
WTBO	Cumberland, Md.	459
WTCH	Shawano, Wis.	704
WTCJ	Tell City, Ind.	424
WTCM	Traverse City, Mich.	483
WTCN	Minneapolis, Minn.	488
WTCO	Campbellsville, Ky.	439
WTEL	Philadelphia, Pa.	615
WTHI	Terre Haute, Ind.	424
WTHT	Hartford, Conn.	368
WTIC	Hartford, Conn.	368
WTIK	Durham, N. C.	558
WTIP	Charleston, W. Va.	693
WTJH	East Point, Ga.	395
WTJS	Jackson, Tenn.	637
WTMA	Charleston, S. C.	626
WTMC	Ocala, Fla.	382
WTMJ	Milwaukee, Wis.	703
WTMV	E. St. Louis, Ill.	412
WTNB	Birmingham, Ala.	312

Call Letters	City—State	See Page
WTNC	Thomasville, N. C.	568
WTND	Orangeburg, S. C.	630
WTNJ	Trenton, N. J.	520
WTNS	Coshocton, O.	577
WTNT	Tallahassee, Fla.	385
WTOB	Winston-Salem, N. C.	569
WTOC	Savannah, Ga.	398
WTOD	Toledo, O.	582
WTOK	Meridian, Miss.	495
WTOL	Toledo, O.	582
WTOM	Bloomington, Ind.	419
WTON	Staunton, Va.	684
WTOP	Washington, D. C.	374
WTOR	Torrington, Conn.	371
WTPR	Paris, Tenn.	642
WTPS	New Orleans, La.	450
WTRC	Elkhart, Ind.	419
WTRF	Bellaire, O.	573
WTRR	Sanford, Fla.	385
WTRY	Troy, N. Y.	553
WTSA	Brattleboro, Vt.	675
WTSB	Lumberton, N. C.	563
WTSP	St. Petersburg, Fla.	385
WTSV	Claremont, N. H.	515
WTTH	Port Huron, Mich.	482
WTTM	Trenton, N. J.	520
WTTS	Bloomington, Ind.	419
WTTT	Coral Gables, Fla.	376
WTUX	Wilmington, Del.	373
WTVB	Coldwater, Mich.	473
WTVL	Waterville, Me.	455
WTWA	Thomson, Ga.	399
WTWN	St. Johnsbury, Vt.	676
WTWT	Stevens Point, Wis.	705
WTXL	West Springfield, Mass.	468
WTYC	Rock Hill, S. C.	631
WTYS	Marianna, Fla.	380
WULA	Eufaula, Ala.	314
WUSJ	Lockport, N. Y.	535
WUSN	Charleston, S. C.	626
WVAM	Altoona, Pa.	598
WVCG	Coral Gables, Fla.	376
WVCH	Chester, Pa.	601
WVEC	Hampton, Va.	679
WVET	Rochester, N. Y.	551
WVIM	Vicksburg, Miss.	496
WVJP	Gaguas, P. R.	711
WVJS	Owensboro, Ky.	443
WVLK	Versailles, Ky.	445
WVLN	Olney, Ill.	415
WVMC	Mount Carmel, Ill.	415
WVNJ	Newark, N. J.	519
WVOK	Birmingham, Ala.	313
WVOM	Brookline, Mass.	464
WVOP	Vidalia, Ga.	399
WVOS	Liberty, N. Y.	535
WVOT	Wilson, N. C.	569
WVPO	Stroudsburg, Pa.	618
WVVW	Fairmont, W. Va.	694
WWBZ	Vineland, N. J.	520
WWCA	Gary, Ind.	421
WWCO	Waterbury, Conn.	371
WWDC	Washington, D. C.	375
WWEZ	New Orleans, La.	450
WWGP	Sanford, Conn.	567
WWGS	Tifton, Ga.	399
WWHG	Hornell, N. Y.	534
WWJ	Detroit, Mich.	476
WWL	New Orleans, La.	450
WWNC	Asheville, N. C.	556
WWNF	Fayetteville, N. C.	559
WWNH	Rochester, N. H.	517
WWNR	Beckley, W. Va.	692
WWNS	Statesboro, Ga.	398
WWNY	Watertown, N. Y.	554
WWOD	Lynchburg, Va.	680
WWOK	Flint, Mich.	478
WWOL	Buffalo, N. Y.	531
WWON	Woonsocket, R. I.	625
WWPA	Williamsport, Pa.	621
WWPB	Miami, Fla.	382
WWPF	Palatka, Fla.	383
WWPG	Palm Beach, Fla.	383
WWRL	Woodside, N. Y.	555
WWSC	Glens Falls, N. Y.	533
WWSO	Springfield, O.	581
WWSR	St. Albans, Vt.	676
WWST	Wooster, O.	582
WWSW	Pittsburgh, Pa.	616
WWVA	Wheeling, W. Va.	697
WWWB	Jasper, Ala.	316
WWWF	Fayette, Ala.	314
WWWR	Russellville, Ala.	318
WWWW	Rio Piedras, P. R.	715
WWXL	Peoria, Ill.	416
WWYO	Pineville, W. Va.	696
WXAL	Demopolis, Ala.	313
WXGI	Richmond, Va.	683
WXKW	Albany, N. Y.	526
WXLT	Ely, Minn.	486
WXLW	Indianapolis, Ind.	422
WXRA	Kenmore-Buffalo, N. Y.	535
WXRF	Guayama, P. R.	713
WXYZ	Detroit, Mich.	476
WYVE	Wytheville, Va.	684
WZIP	Covington, Ky.	439

ALABAMA

Estimated Population 2,920,000—Increase +3.1%—Radio Homes 744,500
Radio Families—766,000—Stations in State 61

WAVU

ALBERTVILLE—1948

Frequency: 630 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Sand Mt. Bcstg. Service
Business-Studio Address.....P. O. Box 149
Phone Number 630
News Service .....AP
Transcription Service .....World
President, Gen. Mgr.....Pat M. Courington
Commercial Mgr.....Eaton P. Govan, Jr.
Program Director.....Mrs. Vinette B. Govan
Chief Engineer.....Richard C. Payne

WRFS

ALEXANDER CITY—1947

Frequency: 1050 Kc.....Power: 1,000 Watts d.
Owned-Operated By...Pieomont Service Corp.
Business-Studio Address .....Main St.
Phone Number 1050
Transmitter Location.....West End
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Sears & Ayer
Membership .....NAB
President.....James L. Coley
Gen.-Station-Com. Mgr.....Lem Coley
Program Director .....Bob McKinnon
Chief Engineer.....James W. Whatley

WCTA

ANDALUSIA—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.Andalusia Bcstg. Co., Inc.
Business-Studio Address.....Sanford Rd.
Phone Number 844
Transmitter .....Sanford Rd.
News Service .....UP
Transcription Service .....World
Membership .....NAB
Executive V.P., Gen. Mgr.....J. Dige Bishop
Prog. Dir.....Kristine Hardage
Publicity Dir.....Beri Moore
Musical Director.....Tom Miniard
Chief Engineer & Comm. Mgr...J. Dige Bishop

WHMA

ANNISTON—1938—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Anniston Bcstg. Co., Inc.
Business-Studio Address.....Radio Bldg.
Phone Number 2380-1
Transmitter.....1401 W. 15th St.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayer
Membership .....NAB-BMB
President-Owner .....Harry M. Ayers
Gen.-Sta.-Comm. Mgr.....Malcolm Street
Sales Prom. Mgr.....Lurline M. Smollon
Prod. Dir.....Bob Sanders
Publicity Dir.....Harry Mabry
Chief Engineer.....James A. Hudson

WOOB

ANNISTON—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Calhoun Bcstg. Co.
Business-Studio Address....10th & Noble St.
Phone Number 3210-1
Transmitter Location ....16th & Boynton Ave.
News Service .....AP
President-Gen. Mgr.....W. S. Weatherly
Sta. Mgr.-Chief Announcer.....Lee Blaine
Commercial Mgr.....John Orrison
Sales Promotion Mgr.....Walter Rankin
Program Director.....David Vowell
Production Director.....Pete Williams
Publicity-Musical Dir.....Sara Jackson
Chief Engineer.....Thomas B. Atkins

WSPC

ANNISTON—1949—LIBERTY

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By....Model City Bcstg. Co.
Business Address.....Jefferson Davis Hotel
Phone 1850
Air Time.....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
President.....Stanton B. Ingram
Gen. Prom. Mgr.-Pgm. Dir...G. C. Scarborough
Comm. Mgr.....Ross Charles
Chief Engineer.....Raymond Watson, Jr.

WJMW

ATHENS—1948—ABS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By...Athens Bcstg. Co., Inc.
Business-Studio-Transmitter Address..Hines St.
Phone Number 565
News Service .....AP
Transcription Service .....Capitol
Membership .....BMB
Pres.-Gen.-Sta. Mgr.....Homer F. Dunnavant
Pgm.-Prod.-Pub. Dir.....Robert V. Dunnavant
Chief Engineer.....Les Bryant

WAUD

AUBURN—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Auburn Bcstg. Co.
Business Address.....Box 350
Phone Number 1240-1
Studio Transmitter.....Montgomery Hway.
News Service .....AP
Transcription Service....World, Lang-Worth
Pres., Gen.-Station Mgr.....Elmer G. Salter
Pgm. Dir., Farm Editor.....Dave Sherrell
Chief Announcer.....Roy Caudle
Prod., Music Dir.....Mrs. Lynn Grund
Chief Engineer.....Charlie Herman

WJLD

BESSEMER—1942

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Johnston Bcstg. Co.
Business Address.....Box 147
Phone Nos..Bessemer 2300; Birmingham 6-6172
Transmitter..Birmingham Bessemer Super H'way
News Service .....INS
Pres.-Gen. Mgr.....George Johnston, Jr.
Station Mgr.....James E. Connolly
Comm. Mgr.....Clay Coe
Sls. Prom. Mgr.....Otis Dodge
Prod. Dir.....John Slatton
Publ. Dir.....Jane Shaddix
Program Director.....Joan Jetton
Chief Engineer.....Maurice McKinney

WAPI

BIRMINGHAM—1922—CBS

Frequency: 1070 Kc.....Power: 5000 Watts
Owned By.....Univ. of Ala., Ala. Polytechnic Inst., Ala. Coll.
Operated By.....Voice of Ala., Inc.
Bus.-Studio Address..701 Protective Life Bldg.
Phone Number.....3-8116
Transmitter .....Sandusky, Ala.
News Service .....UP
Transcription Service.....World
Representative .....Radio Sales
Membership .....NAB-FMA
President-General Mgr.....Thad Holt
Comm. Mgr.....C. P. Persons, Jr.
Sales Prom. Mgr.-Pub. Dir.....Lionel F. Baxter
Program Dir.....Maury J. Farrell
Production Dir.....Burt F. McKee
Chief Engineer.....James L. Evans

WBRC

BIRMINGHAM—1925—NBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By...Birmingham Bcstg. Co., Inc.
Address .....WBRC Bldg.
Phone Number.....4-7741
Transmitter Location....2400 Arkedelphia Rd.
News Service.....INS, AP
Transcription Service...Standard, Lang-Worth, Capitol
Representative.....Paul H. Raymer Co.
Membership .....NAB, BMB, FMA
President-Gen. Mgr.....Eloise S. Hanna
Gen. Manager.....Howell C. Cobb
Commercial Manager.....Don D. Campbell
Pgm. Dir.....M. D. Smith
Prom. Mgr.....John T. Orr
Chief Engineer.....G. P. Hamann

WEDR

BIRMINGHAM—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Magic City Bcstg. Co.
Business Address.....1417 Fourth Ave. N.
Phone Number 4-0925
President, Gen. Mgr.....J. E. Reynolds
V. P.....Mrs. Leah L. Doss
Secty.-Treas., Comm. Mgr..John A. Thompson
Pgm. Dir.....Lloyd Williams
Chief Engineer.....John H. Cram

WKAX

BIRMINGHAM—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated..Courier Bcstg. Service, Inc.
Address.....216½ N. 21 St.
Phone Number 54-2541
Transmitter Location.....231 21st Ave., West
News Service .....AP
Gen. Mgr.....Glenn V. Tingley
Prog. Dir.....Dorothy Alexander
Chief Engineer.....Stanley L. Hawkins

WSGN

BIRMINGHAM—1927—ABC-ALA.

Frequency: 610 Kc....Power: 5000d.; 1000 n.
Owned-Operated.....Birmingham News Co.
Business Address.....Dixie Carlton Hotel, P. O. Box 2553
Phone Number.....4-3434
Studio Address.....YWCA Bldg.
Transmitter Location.....Fair Grounds
News Service.....AP
Representative .....Headley-Reed
Membership.....NAB, BMB
Gen. Mgr.....Henry P. Johnston
Commercial Manager.....Julian A. Flint
Prom. Dir.....Mrs. Mary F. Childers
Prog. Dir.....Eugene M. Plumstead
Chief Engineer.....J. V. Sanderson

WTNB

BIRMINGHAM—1949—MBS

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By.....Pilot Bcstg. Corp.
Address .....WTNB Bldg.
Phone Number 4-4511
Transmitter Location.....3429 N. 21st St.
News Service.....AP
Transcription Service.....SESAC, World
Representative .....Taylor-Borroff
Membership .....NAB
V.P.-Gen. Mgr.....Mrs. Evelyn S. Hicks
Program Dir.....Ira L. Leslie

WVOK

BIRMINGHAM—1947

Frequency: 690 Kc....Power: 50,000 Watts d.
Owned-Operated By.....Voice of Dixie Inc.
Business Address.....P. O. Box 2468,
Phone Number 6-2924
Studio-Transmitter...Bessemer Super Highway
News Service .....UP
Transcription Service.....Capitol
Membership .....BMB
Pres., Gen. Sta. Mgr.....Iralee W. Benns
Com. Sales Prom. Mgr.....William J. Brennan
Program Director.....Ira Leslie
Chief Engineer.....William J. Brennan

WEBJ

BREWTON—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Brewton Bcstg. Co.
Address.....Brewton, Ala.
Phone Number 553
News Service .....AP
Transcription Service....Lang-Worth, SESAC, Associated
Membership .....NAB, BMB
Pres., Gen. Mgr.....W. Emmett Brooks
Vice-Pres.....William E. Brooks, Jr.
Comm.-Sales Promotion Mgr....J. M. Miller, Jr.
Program-Prod. Director.....Charles Land
Chief Engineer.....R. D. Craig

WKLF

CLANTON—1949—KBS

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southeastern Bcstg. Co.
Bus.-Studio Address .....Clanton
Phone Number 449
Transmitter Location.....Selma Highway
News Service.....AP
Transcription Service.....World, KBS
Representative.....Thomas F. Clarke
President.....Dr. J. Kelley Robinson
Gen.-Station-Comm. Mgr.....Robert B. Taber
Program Director.....Paul Reid
Chief Engineer.....Lester Carter

WKUL

CULLMAN—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Cullman Bcstg. Co.
Business, Studio, Trans. Address.....Cullman
Phone Number 864
News Service .....AP
Transcription Service .....World
Gen., Comm. Mgr.....Hudson C. Millar, Jr.
Program Director.....Lon Waters
Chief Announcer.....Jay Aldredge
Chief Engineer.....Arthur Bachmann

WHOS

DECATUR—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By..No. Alabama Bcstg. Co.
Business-Studio Address.....212 Jackson St.
Transmitter Location.....1 Mi. W. Decatur
Phone Number.....991
News Service .....UP
Transcription Service .....Capitol
Membership .....BMB
Partners....H. H. Kinney, Estate; D. T. Kinney
Gen., Sta. Mgr.....Hartwell Speegle
Comm., Sls. Prom. Mgr.....W. H. Gibson
Pgm., Prod., Pub. Dir.....Jack Gray
Chief Engr.....Frank Norris

WMSL

DECATUR—1935—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Tenn. Valley Bcstg. Co., Inc.
Studio-Business Address.....522 Bank St.
Phone Number.....802-3
Transmitter.....Danville Rd. Decatur
News Service .....AP
Transcription Service.....World, SESAC
President, Gen., Sta. Mgr.....Melvin Hutson
Sls. Prom. Mgr., Pgm. Dir..Lewis C. Blizzard
Chief Engineer.....J. V. Roser

WXAL

DEMOPOLIS—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Demopolis Bcstg. Co.
Business Address.....Radio Bldg.
Phone Number 400
News Service .....AP
Transcription Service .....World
General Manager.....W. M. Jordan
Station Manager.....T. H. Gaillard, Jr.
Pgm. Dir.....Leo Hart
Chief Engineer.....John T. Larkin, Jr.

WAGF

DOTHAN—1933—MBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Dothan Bcstg. Co.
Address.....204½ E. Main Street
Phone Number.....2-9100
Transmitter Location.....Headland Highway

News Service .....AP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
Membership .....NAB
General Manager.....Julian C. Smith
Comm. Mgr.....Fred C. Moseley
Prog.-Prod.-Pub. Director.....Arthur Creamer
Chief Engineer.....John T. Hubbard

WDIG

DOTHAN—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Houston Bcsters.
Business-Studio Address.....107 E. Adams St.
Phone Number.....3-4100
Transmitter.....Columbia Hway., 1 Mi. E. City
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Cummings
Membership ..... NAB
Pres., Gen.-Comm. Mgr.....Jess Swicegood
Pgm. Dir.....John Ingersoll
Chief Engineer.....Charles Laushe

WOOF

DOTHAN—1948—KBS—WTN

Frequency: 560 Kc.....Power: 1000 Watts d.
Owned-Operated By....Dowlander Bcstg. Co.
Business-Studio Address.....110½ So. Foster
Phone Number.....2-560; 3-0560
Transmitter Location.....Radio Road
News Service .....UP
Transcription Service .....Capitol
Representative.....Sears & Ayer
Membership .....BMB
Gen., Sta. Mgr.....R. A. Dowling, Jr.
Commercial Manager.....Johnny LaCarter
Sales Promotion Mgr.....Willard Wilkes
Chief Engineer.....Ed Hein

WIRB

ENTERPRISE—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Wiregrass Bcstg. Co.
Business Address.....Dothan Hiway.
Phone Number 30
News Service .....UP
Transcription Service .....World
Partners.....R. E. James, F. H. James, R. M. Stanford
Gen., Comm. Mgr.....J. Wesley Gardner
Pgm. Dir.....Harry Gilder
Chief Engineer.....James C. Smith

WULA

EUFAULA—1948—ALA.—SBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Ala.-Ga. Bcstrs., Inc.
Business-Studio-Trans. Address....Radio Bldg.
Phone Number 745
News Service .....UP
Transcription Service.....World, KBS
Membership .....NAB
Pres., Gen. Mgr.....M. M. Moulthrop
Sta., Comm. Mgr.-Pgm. Dir.....Lee S. Bullis
Chief Engineer.....Hugh G. Chastain

WWWF

FAYETTE—1949—KBS

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Operated By.Bankhead Bcstg. Co., Inc.
Address.....Highway 43
Phone Number 200
Air Time.....Sunrise-Sunset
News Service .....UP
Transcription Service .....KBS
General Manager.....Jack Black
Chief Engineer.....Charles E. Watkins

WJOI

FLORENCE—1946—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Florence Bcstg. Co., Inc.
Address.....850 S. Court St.
Phone Number 2608
Air Time .....6 a.m.-M.
Pres., Gen.-Sta. Mgr.....Joe T. Van Sandt
Comm., Sls. Prom. Mgr.....Oscar D. Lewis
Chief Engineer.....Pete Bingham

WMFT

FLORENCE—1945—KBS-ALA.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Tri-Cities Bcst. Co.
Bus. Add..800 Cypress Mill Rd., P. O. Box 477
Phone Number.....42
Studio-Transmitter.....800 Cypress Mill Rd.
News Service.....AP
Transcription Service.....Associated, World
Membership .....NAB
President.....Milton S. Killen
Gen. Mgr.....Franklin L. Bush
Sls. Prom. Mgr.....Nathan M. Graham, Jr.
Prog. Dir., Farm Editor.....Jim Garrett
Chief Engineer.....Edwin R. Miller

WGAD

GADSDEN—1946—MBS

Frequency: 1350 Kc...Power: 5000 d; 1000 n.
Owned-Operated By..Coosa Valley Bcstg. Co.
Bus.-Studio Address.....817 Forrest Ave.
Phone Number 5641
Transmitter Location:.....Attalla, Ala.
News Service .....UP
Representative.....Joseph Hershey McGillvra
Pres.....E. L. Roberts
Gen., Comm. Mgr.....J. W. Buttram
Prog. Dir.....Frances Seale
Chief Engineer.....J. C. Vessels

WGNH

GADSDEN—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...General Newspapers, Inc.
Bus.-Studio Address.....P. O. Box 351
Phone Number 2571
Transmitter.....2000 Chestnut St.
News Service.....INS
Transcription Service .....World
Representative .....Ra-Tel
Membership.....NAB, BMB
President .....Carmage Walls
Gen., Sta. Mgr., Publ. Dir.....Joel C. Robertson
Program Dir.....Hall Wray

WGWD

GADSDEN—1947

Frequency: 570 Kc.....Power: 1000 Watts d.
Business Address.....P. O. Box 128
Phone Number 6-6301-2
Studio Address.....1004 E. Broad St.
Transmitter Location.....Cranford Chapel Rd.
News Service .....UP
Transcription Service.....Associated
Representative .....Taylor-Borroff
Membership .....NAB, BMB
Gen., Sta. Mgr.....Edwin H. Estes
Comm., Sales Prom. Mgr.....Kenneth L. Wood
Pgm., Prod. Dir.....Ray Estes
Chief Engineer.....Gaston Anderson

WJBY

GADSEN—1928—ABS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Gadsden Bcstg. Co., Inc.
Address.....108 Broad Street
Phone Number 6-3381-2
News Service .....AP
Representative.....Sears & Ayer
President.....Bascom H. Hopson
Gen. Mgr., Pgm. Dir.....Beatrice Tate Benton
Comm. Mgr.....Sam A. Benton
Chief Engineer.....Glen Nichols

WGYV

GREENVILLE—1948—ABS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Greenville Bcstg. Corp.
Business Address.....P. O. Box 227
Phone Number 585
News Service .....UP
Transcription Service .....World
Representative .....Continental
President.....Dr. Vernon Stabler
General Manger.....Charles D. McNamee
Commercial Manager.....Charles T. Britt
Program Director.....George Carr
Chief Engineer.....Elmo Cronk

WJBB

HALEYVILLE—1949—ABS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Haleyville Bcstg. Co.

ALABAMA

WHY IS AP THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

ALABAMA ASSOCIATION OF ASSOCIATED PRESS BROADCASTERS

President: W. Emmett Brooks—WEBJ, Brewton
Vice-President: James Reese—WWWB, Jasper
Directors: W. C. Needham—WTBF, Troy; John Garrison—WFUN, Huntsville; Howard Pill—WSFA, Montgomery; G. P. Hamann—WBRC, Birmingham
Continuing Study Committee Chairman: W. C. Needham—WTBF, Troy

ALABAMA

Business Address.....P. O. Box 151
Phone Number 389
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Capitol
Partners....H. E. Ray, Guy Ray, Roy Mayhall
Gen., Comm., Mgr.-Pgm. Dir...S. L. Masden, Jr.
Chief Engineer.....Chris Christensen

WBHP

HUNTSVILLE—1937—MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton H. Pollard
Bus.-Studio Address.....318 W. Clinton, P. O. Box 770
Phone Number.....313
Transmitter Location.....Athens Pike
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Capitol
Membership .....NAB, BMB
President.....Wilton H. Pollard
Gen. Mgr.-Pgm. Director, Chief Engineer.....William G. Harris
Commercial Manager.....Mrs. Ruth Harris
Promotion Manager.....Dewey Webb

WFUN

HUNTSVILLE—1946—ABS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Huntsville Bcstg. Co., Inc.
Address.....410 W. Holmes St.
Phone Number 2424
Air Time.....6 a.m.-M.
News Service.....AP
Representative.....Sears & Ayers
President.....J. B. Falt, Jr.
Sta. Mgr.-Prog. Dir.....John Garrison
Musical Director.....Malcolm Tate
Chief Engineer.....John Garrison

WHBS

HUNTSVILLE—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...The Huntsville Times Co.
Business-Studio Address...207 W. Clinton St.
Phone Number.....2345
Transmitter.....N. Church St.
Air Time.....5:55 a.m.-11:05 p.m.
News Service.....AP
Representative ..... Headley-Reed
President.....Henry P. Johnston
General Manager.....Jack Langland
Sta. Mgr.-Farm Editor.....Richard Warner
Comm., Sales Prom. Mgr...Paul R. Bumgardner
Pgm., Prod. Direc.....Mrs. Dovey W. Perry
Publicity Director.....Lou Garris
Chief Ann., Musical Direc.....N. C. Milwee, Jr.
Chief Engineer.....Ray Roberts

WWWB

JASPER—1946—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.Bankhead Bcstg. Co., Inc.
Business Studio Address.....Bankhead-Long Building
Phone Number.....100-200
Transmitter Location:.....W. 20th St.
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service.....KBS, World
Membership .....NAB
President.....W. W. Bankhead
General Manager.....James E. Reese
Station Mgr.....Joseph L. Sartain, Jr.
Sales Prom. Mgr.....B. Bankhead
Chief Engineer.....J. Copeland

WABB

MOBILE—1948—MBS—AFN

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By...Mobile Press Register, Inc.
Business Address.....304 Government St.
Phone Number 2-2633-4
Transmitter .....8 Mi., Whistler
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Associated
Representative .....Branham Co.
Membership .....NAB
President.....R. B. Chandler
General Manager.....W. J. Hearin, Jr.
Commercial Manager... J. F. Screen
Program, Prod. Dir. .....Anthony Leighton
Chief Engineer.....William H. Murphree

WALA

MOBILE—1930—NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....Pape Bcstg. Co., Inc.
Bus.-Studio Address.....210 Government St.
Phone Number 3-3756
Transmitter.....Cochran Bridge Causeway
Air Time .....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed
Membership .....NAB, BMB
President.....W. O. Pape
General Sta. Mgr.....H. K. Martin
Commercial Manager.....A. Treadway
Pgm., Publ. Dir.....Al Homan
Chief Engineer.....R. B. Hurley

WKAB

MOBILE—1947—LIBERTY—ALA.

Frequency: 840 Kc.....Power: 1000 Watts d.
Owned-Operated By...Pursley Bcstg. Service
Business-Studio Address...354 St. Francis St.

Phone Number 2-4561
Transmitter .....Toolminville
Air Time.....Local sunrise-local sunset
News Service.....INS
Transcription Service.....Standard, SESAC
Representative .....Donald Cooke
Membership .....NAB
Pres., Gen. Sta. Mgr.....Louise P. Pursley
Commercial Mgr.....R. H. Moore
Sales Prom. Mgr.....H. Johnson
Publicity Director.....Claude Pursley
Production Director.....Tom Jackson
Pgm., Music Dir.....Stella M. Jackson
Chief Engineer.....Gene Miller

WKRG

MOBILE—1946—CBS

Frequency: 710 Kc Power: 1000 W. d.; 250 W. n.
Owned-Operated By.....Giddens & Rester
Bus.-Studio-Trans. Address.....Telegraph Rd.
Phone Number 2-6789
Air Time.....Unlimited
News Service.....AP
Transcription Service...Lang-Worth, Standard
Representative.....Adam J. Young, Jr.
Gen., Station Mgr.....F. E. Busby
Commercial Manager.....John E. Waller
Sales Prom. Mgr., Pub. Dir....Marguerite Shea
Program Director.....Guy Harris
Chief Engineer.....Richard M. Cole

WAPX

MONTGOMERY—1947—ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Operated By.....United Bcstg. Co.
Business, Studio Address....116 Catoma St.
Phone Number 3-7569
Transmitter Location.....End of Blackburn St.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth, SESAC
Representative.....Walker Co.
Membership .....BMB
Pres., Gen., Station Mgr.....Thomas E. Martin
Comm.-Sales Prom. Mgr.,
Pub. Dir.....Hoke Williford
Pgm. Dir., Prod. Mgr.....Dave Manners
Musical Director.....James Reed
Chief Engineer.....Owen Lehr
Farm Editor.....Bob Chisholm

WCOV

MONTGOMERY—1939—CBS

Frequency: 1240Kc.....Power: 250 Watts
Owned-Oper. By Estate of G. W. Covington, Jr.
Business-Studio Address.....Exchange Hotel
Phone Number.....5781-2
Transmitter .....Narrow Lane Rd.
Air Time.....6 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....Associated
Representative .....Taylor-Borroff
Membership.....NAB, BMB
Gen., Comm., Sta. Mgr....John W. Kirkpatrick
Sales Prom. Mgr.....W. L. Rowland
Pgm., Pub. Dir.....Bill Steadman
Chief Ann., Farm Editor.....Walter Spiro
Chief Engineer.....W. D. Weatherly

WJJJ

MONTGOMERY—1948—MBS

Frequency: 1170 Kc...Power: 10,000 Watts d., 1000 n.
Owned-Oper. By.....Southern Bcstg. Co., Inc.
Business-Studio Address..115½ Commerce St.
Phone Number.....3-2237, 3-4471
Transmitter Location.....Coosada Ferry Rd.
Air Time .....Unlimited
News Service .....INS
Transcription Service .....Thesaurus
Representative .....Weed
Membership .....NAB
President.....Joseph G. Mathews
General Manager.....John C. Hughes
Commercial Manager....Herbert A. McLendon
Program Director.....E. Caldwell Stewart
Promotion Manager.....E. J. Duke
Chief Engineer.....A. Fred Wright

WMGY

MONTGOMERY—1946
LIBERTY

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Dixie Bcstg. Co.
Business-Studio Address.....2½ S. Perry St.
Phone Number.....5425
Transmitter Location....E. of Greenwood Cem.
Air Time.....Local sunrise-local sunset
News Service .....INS
Transcription Service.....World
Representative .....Robert Meeker
President.....Dr. S. D. Suggs
General Manager.....Thomas W. Sewell
Commercial Manager.....Eron B. Ingle
Program Director.....Frank Monteleone
Chief Announcer.....Douglas Hassing
Chief Engineer.....John D. Lamar
Farm Editor.....Crawford Roguemore

WSFA

MONTGOMERY—1930—NBC

Frequency: 1440Kc.....Power: 1000 Watts
Owned-Oper. By Montgomery Bcstg. Co., Inc.
Business Address.....P. O. Box 1031

Phone Number.....8361
Studio Address.....Jefferson Davis Hotel
Transmitter.....Narrow Lane Rd.
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service .....Standard
Representative .....Headley-Reed

Membership .....BMB
Pres., Gen. Mgr.....Howard E. Pill
Asst. to Pres.....David E. Dunn
Local Sales Mgr.....William W. Hunt
National Sales Dir.....Julia Looney
Program Director.....Lee Gooch
Publicity Director.....Alice Mayfield
Chief Announcer.....J. A. Wolf
Musical Director.....Earl Andrews
Chief Engineer.....Cliff Shelkofsky

WLAY

MUSCLE SHOALS—1933—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned Oper. By...Muscle Shoals Bcstg. Corp.
Business Address.....P. O. Box 230, Sheffield
Phone Number.....1450-1
Transmitter Studio Location..East Second St., Sheffield, Ala.
Air Time.....5:30 a.m.-M.
News Service.....UP
Membership.....NAB, BMB
President.....Frank M. Farris, Jr.
General Mgr.....W. A. Reeves, Jr.
Comm. Manager.....Eulus Whitehead
Program Director.....Charlie Welsh
Chief Engineer.....Lynn McMoran

WJHO

OPELIKA—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned Oper. By...Opelika-Auburn Bcstg. Co.
Bus.-Studio-Trans. Address...1400 Auburn Rd.
Phone Number.....712
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Standard, SESAC
Membership .....NAB
Gen., Station Mgr.....F. Marion Hyatt
Comm., Sales Prom. Mgr.-Prod. Dir. W. A. McGuirt
Program Director.....Ann Davis
Musical Director.....Fred Digesu
Chief Engineer.....William Welch

WELR

ROANOKE—1949—ABS

Frequency: 1360 Kc....Power: 1000 Watts d.
Owned-Operated By.....Roanoke Bcstg. Co.
Business Address.....801 Main St.
Phone Number 384
Air Time .....Daytime
Representative .....Dodson
President, Gen., Comm. Mgr.....J. W. Buttram
Pgm. Dir., Chief Engr.....John Hodges

WWWR

RUSSELLVILLE—1949—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By.Bankhead Bcstg. Co., Inc.
Business-Studio Address.....Underwood Rd.
Phone Number 647
Air Time.....Sunrise-Sunset
News Service .....UP
Transcription Service .....KBS, World
General Manager.....Hal Kirby
Chief Engineer.....Charles G. McLellan

WGWC

SELMA—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.Estate of G. W. Covington, Jr.
Business-Studio-Transmitter Address Birmingham Hway.
Phone Number 2746
Air Time.....6 a.m.-11 p.m.
Representative .....Taylor-Borroff
Membership .....NAB
Gen., Sta. Mgr.....Hugh M. Smith
Commercial Manager.....John Frazier
Prog. Dir., Chief Engineer....John Townshend

WHBB

SELMA—1935—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Selma Bcstg. Co., Inc.
Business-Studio Address..209 Washington St.
Phone Number.....1233
Transmitter Location.....N. Seventh Ave.
Air Time.....7 a.m.-11 p.m.
Representative.....Sears & Ayer
President..... .....B. H. Hopson
Gen., Station, Comm. Mgr.....Julien Smith, Jr.
Pgm. Director.....Julia Craig Miller
Chief Announcer.....Carroll Ward
Chief Engineer.....T. F. Kelly, Jr.

WFEB

SYLACAUGA—1944—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alabama Bcstg. Co.
Business-Studio Address..527 North Broadway
Phone Number 160
Transmitter Location....527 North Broadway
Air Time.....6 a.m.-11 p.m.
Membership .....NAB
President.....E. E. Forbes, Sr.
Gen., Sta. Mgr.-Prod. Dir.....C. J. Weber
Comm. Sales Prom. Mgr.....Francis Carter
Program Director.....Joyce Nealeans
Chief Announcer.....B. W. Oaks
Chief Engineer.....H. E. Pebworth

WMLS

SYLACAUGA—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Marble City Bcstg. Co.
Business Address.....P. O. Box 511
Phone Number 1290

Studio Address.....11½ W. Second St.
Transmitter Address.....Highway 291 N.
Air Time .....5:45 a.m.-Sunset
Phone Number 1220
News Service .....AP
Transcription Service....Lang-Worth, Capitol
President, Chief Engr.....James S. Stowers, Jr.
General Manager.....Curtis O. Liles, Jr.
Commercial Mgr.....Henry J. Darden, Jr.
Program Director.....Edward J. Smith

WHTB

TALLADEGA—1945—MBS-ABS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Voice of Talladega, Inc.
Business Studio Address.....Box 974
Phone Numbers.....3733, 2614
Studio-Transmitter .....Sylacauga Hway.
Air Time..... 6 a.m.-11 p.m.
News Service.....AP
Transcription Service .....Standard
Membership .....NAB
Pres., Gen. Mgr.....R. A. Davidson
Chief Engineer.....John Lester Fisher

WTBF

TROY—1946—MBS-SBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Troy Bcstg. Corp.
Address .....College Drive
Phone Number.....980-1
Air Time.....6:30 a.m.-11:30 p.m.
News Service.....AP
Transcription Service.....World, SESAC
Membership .....NAB, BMB
President.....J. Roy Crow
Gen.-Sta.-Comm. Mgr....William C. Needham
Pgm. Dir., Chief Announcer.....Jesse Jordan
Chief Engineer.....Joe W. Gilchrist

WJRD

TUSCALOOSA—1936

Frequency: 1150 Kc.....Power: 5000 Watts d; 1000 Watts n.
Bus. Studio Address.....First Natl. Bank Bldg.
Phone Number 4464
Transmitter .....Fayette Hway., Northport
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, Capitol
Membership .....NAB
General Manager.....Mrs. J. R. Doss, Jr.
Asst. Mgr., Sales Prom. Mgr.....Dick Biddle
Comm. Mgr. .....Lehman Mayer
Pgm.-Prod.-Pub. Dir.....Charles Welch
Chief Engineer.....J. G. Cobble

WTBC

TUSCALOOSA—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Tuscaloosa Bcstg. Co.
Operated By.....Bert Bank, T. H. Todd, Jeff Coleman, Lamar Branscomb
Business-Studio Address.....City Hall Bldg.
Phone Number.....5523
Transmitter Location...15th St., across from Forest Lake
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus
Representative:.....Sears & Ayer
Membership .....NAB
General Station Manager.....Bert Bank
Commercial Manager.....John Cooper
Program Director.....Una King
Chief Engineer.....T. H. Todd

ARIZONA

Estimated Population 745,000—Increase +49.1%—Radio Homes 184,000
Radio Families 188,000—Stations in State 21

KSUN

BISBEE—1933—CBS-ARIZ. NET.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Carlton W. Morris
Address .....P. O. Drawer C, Lowell Station
Phone Number.....9
Studio-Transmitter .....Warren Rd.
Air Time.....7 a.m.-11:15 p.m.
News Service .....UP
Transcription Service.....World
Representative.....John Blair
President.....Carleton W. Morris
Gen., Sta., Comm. Mgr.....Jack Murphy
Pgm.-Prod. Dir., Chief Anncr....Ray Helgesen
Chief Engineer.....Ben Strotman

KCKY

COOLIDGE—1948
MBS-DON LEE

Frequency: 1150 Kc.....Power: 1,000 Watts
Owned-Oper. By.....Gila Bcstg. Co., Inc.
Bus.-Studio Address.....Studio Theatre Bldg.
Phone Number 4451
Transmitter Location.....Chandler Rd.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative.....George C. Hollingsbery
Membership .....NAB
President.....Louis F. Long

General Manager.....Paul Merrill
Station Manager.....Bill Parady
Commercial Manager.....Pete Dillman
Pgm., Prod. Dir.....Jim Murdock
Publicity Director.....Quentin Toler
Chief Announcer.....Pete Wyckoff
Chief Engineer.....Wayne Fernyhaugh
Farm Editor.....Edward Whelen

KAWT

DOUGLAS—1946—NBC-ARIZ.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Carleton W. Morris
Business-Studio Address.....Douglas
Phone Number.....173
Transmitter.....1 Mi. E. of Douglas
Air Time.....6:30 a.m.-11 p.m.
News Service.....AP, UP
Transcription Service.....Capitol
Representative.....Paul H. Raymer
Membership.....NAB, BMB
President-Owner.....Carleton W. Morris
Gen.-Sta. Mgr., Prod. Dir.....John King
Chief Announcer.....Tom Brooks
Farm Editor.....Lee Boner
Chief Engineer.....Rick Hendricks

KWRZ

FLAGSTAFF—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Grand Canyon Bcstg. Co.
Bus.-Studio Add....220 E. Birch, P. O. Box 519
Phone Number.....899
Transmitter....One Mi. S. Flagstaff, Hway. 89
Air Time.....Unlimited
Station Manager.....Agnes McGillvra
Station Director.....Selwyn Kirby

KWJB

GLOBE—1938—NBC-ARIZ. BCSTG.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Gila Bcstg. Co., Inc.
Address.....Hiway 60-70
Phone Number.....41
Air Time.....6:45 a.m.-M.
News Service.....AP
Transcription Service.....Standard, Capitol
Representative.....Paul H. Raymer
Membership.....BMB
President.....Louis F. Long
General Manager.....Paul Merrill
Station, Sales Prom. Mgr....Willard Shoecraft
Commercial Manager.....John D. Seater, Jr.
Chief Announcer.....Eric Manola
Chief Engineer.....Herb J. Hanes

KGAN

KINGMAN—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....J. James Glancy
Business Address.....P. O. Box 871
Phone Number.....Blue 462
Air Time.....Unlimited
News Service.....UP
Pres., Gen. Mgr.....J. J. Glancy
Comm. Mgr.....C. R. Waters
Prom. Mgr.....W. E. Adams
Pgm. Dir.....Ben Summerville
Chief Engineer.....H. L. Woodley

KTYL

MESA—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned Oper. By..Sun Valley Bcstg. Co., Inc.
Business-Studio Address.....Chandler Rd.
Phone Number.....4541
Transmitter Location.....Hway. 89
Air Time.....Unlimited
News Service.....UP
Transcription Service....Standard, Associated
General Manager.....Dwight Harkins

KNOG

NOGALES—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Border Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address.....Rancho Grande Hotel
Phone Number.....770
Air Time.....8 a.m.-10 p.m.
News Service.....UP
Transcription Service.....World
Representative.....Gene Grant
Membership.....NAB
President.....Robert Marcus
General Manager.....Samuel Marcus
Station Manager.....Harry Hambleton
Chief Engineer.....Benny Greenhaw

KTAR

PHOENIX—1922—NBC-ARIZ. BCSTG.

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....KTAR Bcstg. Co.
Business Studio Address...711 Heard Building
Phone Number.....4-4161
Transmitter Location.....36th St. & East Thomas Road
Air Time.....Unlimited
News Service.....AP
Transcription Service....Thesaurus, Standard, Capitol
Representative.....Paul H. Raymer
Membership.....NAB, BMB
Ch. of Bd.....John J. Louis
Pres., Gen. Sta. Mgr.....Richard O. Louis
Commercial Manager.....E. W. Harvey
Sales Promotion Manager..John Edwin Miller
Program Director.....J. Howard Pyle
Prod. Dir., Farm Editor.....Rol Laughner
Publicity Directors...Myron Drake, Bob Pollard
Musical Director.....Pierson Bancroft
Chief Engineer.....A. C. Anderson


Certainly
WE HAVE
MOUNTAINS—
...AND MARKETS TOO!
Arizona's San Francisco Peaks - 12,794 ft.
Arizona's 1949 Market Peaks—
• $1,200,000,000 spent for goods services and taxes
• Over $700,000,000 in retail sales ($175,000,000 in 1940)
• Over $420,000,000 in bank deposits ($99,000,000 in 1940)
Per capita sales over $1,000.00
National average, $860.00
Research Department
Valley National Bank
You'll want to use Arizona's most effective approach to this rich market . . . the seven fine connected NBC stations of the Arizona Broadcasting System, the state's largest network.
28th YEAR
KTAR
PHOENIX
5000 Watts - 620 KC
KVOA
TUCSON
1000 Watts - 1290 KC
KYUM
YUMA
250 Watts - 1340 KC
KYCA
PRESCOTT
250 Watts - 1450 KC
KGLU
SAFFORD
1000 Watts - 1490 KC
KWJB
GLOBE-MIAMI
250 Watts 1240 KC
KAIH
250 Watts - 1450 KC
KTAR
PHOENIX, ARIZONA
National Representative
Paul H. Raymer Company
NEW YORK • CHICAGO • BOSTON • ATLANTA • DETROIT • SAN FRANCISCO • LOS ANGELES

KOOL

PHOENIX—1947
CBS—RNA

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By....Maricopa Bcsters., Inc.
Business-Studio Address.....Adams Hotel
Phone Number 2-1748
Transmitter.....Chicago & McDowell Rd.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative.....George P. Hollingbery
Membership .....NAB
President .....Gene Autry
Gen.-Station Mgr.....Charles H. Garland
Commercial Manager.....George E. Agnew
Program Director.....Miles Reed
Prod. Dir., Chief Anncr....Victor E. Lundberg
Publicity Director.....Larry Jonas
Chief Engineer.....Miles L. Sheperd

(See Page 276)

KOY

PHOENIX—1922—CBS-ARIZ. NET.

Frequency: 550 Kc....Power: 5000 d.; 1000 n.
Owned-Oper. by..Salt River Valley Bcstg. Co.
Business Studio Address..836-838 N. Central Ave., P. O. Box 2671
Phone Number 4-4144
Transmitter.....12th St. & Camelback Rd.
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service.....Associated, World
Representative .....John Blair
Membership.....NAB, BMB
Pres., Comm. Mgr.....John L. Hogg
Gen.-Station Mgr.....Albert D. Johnson
Program Director.....John R. Williams
Prod. Dir., Chief Anncr.....W. J. Lester, Jr.
Musical Director.....Alfred Becker
Chief Engineer.....Clifford R. Miller
Farm Editor.....Ernest Douglas

KPHO

PHOENIX—1940—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By.....Phoenix Bcstg., Inc.
Business-Studio Address....Adams Hotel Bldg.
Phone Number 4-7367
Transmitter Location....2400 W. Buckeye Rd.
Air Time .....Unlimited
News Service .....INS
Transcription Service .....Lang-Worth
Membership .....NAB
President, General Mgr.....Rex Schepp
Commercial Manager.....Richard Heath
Program Director.....William Reddick
Promotion Manager.....Frank Orth
Chief Engineer.....Cliff Baker

KRUX

PHOENIX—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....'Gene Burke Brophy
Bus.-Studio Address.....Hotel Westward Ho
Phone Number.....2-2371
Transmitter .....Glendale
Air Time .....Unlimited
News Service.....UP
Transcription Service .....Associated
Membership .....NAB
Pres., Gen. Sta. Mgr.....Gene Burke Brophy
Comm. Mgr.....Richard Voorhis
Program Director.....Rex Bowen
Publicity Director.....Florence Hall
Chief Announcer.....Bob Capps
Musical Librarian.....Mary Fryett
Chief Engineer.....Marvin Edwards

KYCA

PRESCOTT—1940
NBC-ARIZ. BCSTG.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Co.
Business-Studio Address.....E. Gurley St.
Phone Number 244
Transmitter.....E. Gurley St.
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Capitol
Representative.....Paul H. Raymer
Membership .....NAB, BMB
Pres., Gen. Sta. Mgr.....Harold Ritter
Program Director.....Roberta M. Pfister
Publicity Director.....Marcia Gates
Chief Engineer.....John E. Negley

KGLU

SAFFORD—1938
NBC-ARIZ. BCSTG.

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Gila Bcstg. Co.
Business-Studio Address.....1218 Sixth Ave.
Phone Number 15
Transmitter.....E. Lone Star, Highway 70
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service .....World
Representative.....Paul H. Raymer
Membership .....BMB
President.....Louis F. Long
General Manager.....Paul Merrill
Program Director.....Lester McBride
Commercial Manager.....Edward E. Furman
Promotion Manager.....Donald Graham
Chief Engineer.....Wallace R. Hitt

KCNA

TUCSON—1947
MBS-DON LEE-RNA

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Catalina Bcstg. Co.
Business-Studio Address.....Box 2348
Phone Number 2-4664
Transmitter.....1511 E. 16th St.
Air Time.....6 a.m.-M.
News Service .....AP
Representative.....George P. Hollingbery
President .....Erskine Caldwell
General Station Manager.....Wayne Sanders
Commercial Manager.....Harry Chambers
Program Director.....Robert A. Keyworth
Chief Engineer.....W. J. Karplsek

KOPO

TUCSON—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Old Pueblo Bcstg. Co.
Business-Studio Add.....115 W. Drachman St.
Phone Number 4-0431
Transmitter.....115 W. Drachman St.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....MacGregor
Representative .....Forjoe & Co.
Membership .....NAB
President.....Harold Tovrea
General-Station Manager.....E. S. Mittendorf
Commercial Manager.....Paul Plunkett
Sales Prom. Mgr.....S. J. Kossack, Jr.
Prog. Dir., Chief Announcer,
Farm Editor.....Bus Williams
Production, Musical Dir.....Matt Lemen
Publicity Director.....B. Anderson
Chief Engineer.....Vernard Cimmyiotti

KTKT

TUCSON—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Thomas J. Wallace
Business-Studio Transmitter Add...500 W. Elm
Phone Number 3-5361
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
President-Owner.....Thomas J. Wallace
Gen. Mgr., Chief Engr.....Phillip R. Hurlbut
Commercial Manager.....Gail Hummel
Pgm.-Prom.-Farm Director.....Larry Dietz
Prod.-Musical Dir.....Paul Yaezell
Publicity Director.....Dave Wiener
Chief Announcer.....Dave Cureton

KTUC

TUCSON—1929—MBS-ARIZ. NET.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Tucson Bcstg. Co.
Business-Studio Address....900 E. Broadway
Phone Number.....2-3344
Transmitter.....900 E. Broadway
Air Time.....6 a.m.-M.
News Service .....UP
Tran. Ser....World, Cole, SESAC, Associated
Representative .....John Blair
Membership .....NAB, BMB
Pres., Gen-Sta. Mgr.....Lee Little
Commercial Manager.....George Bradley
Pgm.-Prod.-Musical Dir.....Gerry O'Brien
Publicity Dir.....Francis Murphy
Chief Announcer.....Art Preston
Chief Engineer.....Cliff Livingston

KVOA

TUCSON—1929—NBC-ARIZ. BCSTG.

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By..Arizona Bcstg. Co., Inc.
Business-Studio Address.....48 E. Broadway,
P. O. Box 2911
Phone Number.....3-2555
Transmitter Location....10th and Lee Streets
Air Time.....4:55 a.m.-M.
News Service .....AP
Transcription Service....Thesaurus, Standard,
Capitol
Representative.....Paul H. Raymer
Membership .....NAB, BMB
General Manager.....R. B. Williams
Business Mgr.....Harper M. Phillips
Sales Promotion Mgr.....Fred J. Gerletti
Program Director.....Ben L. Slack, Jr.
Production Dir.....Jean T. Lely
Chief Announcer.....George T. Callison
Chief Engineer.....Ray H. Holsclaw

KYUM

YUMA—1940—NBC-ARIZ. BCSTG.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Yuma Bcstg. Co.
Business Address.....1901 1st St.
Phone Number 88
Transmitter-Studio Location.....1901 1st St.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, Thesaurus
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President.....R. N. Campbell
General Manager.....Ray C. Smucker
Commercial Manager.....Roy L. Jorgensen
Program Director.....Paul W. Dawson
Promotion Mgr.....Don Metcalf
Chief Engineer.....Leavenworth Wheeler

ARKANSAS

Estimated Population 1,964,000—Increase +0.7%—Radio Homes 488,500
Radio Families 543,000—Stations in State 31

KVRC

ARKADELPHIA—1947—MBS—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Arkadelphia Bcstg. Co.
Business-Studio Address.....506 Main St.
Phone Number 789
Transmitter Location.....¾ Mi. SE City
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
President.....Cecil W. Cupp
General Mgr.....J. M. Moore
Program Director.....Bill Deaton
Chief Engineer.....E. H. Summers

KLCN

BLYTHEVILLE—1922

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Harold L. Sudbury
Business-Studio Address.....Sudbury Bldg.
Phone Number 2093
Transmitter Location.....E. Highway 18
Air Time .....Daytime
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....BMB, FMA
Gen.-Sta.-Comm. Mgr.....Harold L. Sudbury
Sales Mgr., Pub. Dir.....J. T. Sudbury
Pgm., Prod. Dir.....Earnest Simmons
Chief Announcer.....Don Whitney
Musical Dir., Farm Editor.....George Kirby
Chief Engineer.....Marion Skinner

KAMD

CAMDEN—1946—MBS-RAZORBACK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Camden Radio, Inc.
Business-Studio Addess.....So. California St.
Phone Number 6791-2
Transmitter-Studio Location..So. California St.
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Capitol
Membership .....NAB, BMB
President.....Walter E. Hussman
General Manager.....Frank O. Myers
Station Manager.....David Crockett
Commercial Manager.....James Blaine
Prog. Dir., Chief Announcer.....Cal Carter
Chief Engineer.....Dorris C. Hunter

KELD

EL DORADO—1935

ABC—RAZORBACK-LION

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Radio Enterprises, Inc.
Business-Studio Address..Home Finance Bldg.
Phone Number 3-6126
Transmitter Location.....Country Club Colony
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative.....Continental Radio Sales
Membership .....NAB
President, Pgm. Dir.....W. N. McKinney
Vice-Pres., Gen.-Sta. Mgr.....Leon M. Sipes
Sales Prom. Mgr., Publicity Dir..J. R. Duerson
Musical Director.....Mrs. Ann Theilan
Chief Engineer.....John Long
Farm Editor.....Henry Holly

KGRH

FAYETTEVILLE—1946—MBS

KBS-RAZORBACK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Fayetteville Bcstg. Co., Inc.
Business-Studio Address.....922 Leverett St.
Phone Number 862
Transmitter Location.....922 Leverett St.
Air Time.....5:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....SESAC
Representative .....Ra-Tel
Membership .....NAB
President .....Hayden McIlroy
Gen.-Sta.-Sls. Prom. Mgr....Fred J. Stevenson
Commercial Mgr., Pub. Dir.....Ed. Gideon
Program Director.....Al Rowe
Chief Announcer.....Pat Perrin
Musical Director.....Steve Starwyck
Chief Engineer.....George Dotson

KXJK

FORREST CITY—1949—KBS

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Forrest City Bcstg. Co., Inc.
Business Address.....Forrest City
Phone Number 950
Air Time .....Daytime
News Service .....AP
Representative .....Continental
Pres., Gen. Mgr.....William Fogg
Comm. Mgr.....Roger Davison
Pgm. Dir., Prom. Mgr.....Frank Kelley
Chief Engineer.....James Thompson

KFPW

FORT SMITH—1930
MBS-RAZORBACK ARK.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwestern Hotel Co.
Business Address.....2917 Rogers Ave.
Phone Number 4105
Studio Addresses.....2917 Rogers Ave.; 1213 Garrison Ave.
Transmitter Location.....Albert Pike & Kelley Highway
Air Time .....Unlimited
News Service.....UP, AP
Transcription Service .....World
Representative .....Walker
Membership .....NAB, BMB
Pres., Gen. Manager.....John A. England
Station Mgr., Farm Editor.....J. E. Garner
Comm.-Sales Prom. Mgr.....Al Godwin
Program-Musical Dir.....Dorothy Gibson
Production Director.....Afton Blake
Publicity Director.....J. E. Garner
Chief Engineer.....Willard E. Kunkel

KFSA

FORT SMITH—1946—ABC
RAZORBACK—OGB

Frequency: 950 Kc...Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Southwestern Pub. Co.
Business-Studio Address.....920 Rogers Ave.
Phone Number 3126
Transmitter Location.....3600 Wheeler Ave.
Air Time .....Unlimited
News Service .....UP
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....Donald W. Reynolds
Gen., Sta., Comm. Mgr.....Weldon Stamps
Chief Engineer.....Robert W. Platt

KWHN

FORT SMITH—1947—LIBERTY

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By...KWHN Bcstg. Co., Inc.
Business-Studio Add...421-423 Garrison Ave.
Phone Number 8967-8
Transmitter Location.....End of Plum St.
Air Time.....6 a.m.-M.
News Service .....AP
Tran. Service...Capitol, Associated, Standard
Representative.....John E. Pearson
Membership .....NAB, BMB
President .....Allen Whiteside
Gen.-Sta. Mgr.....Gene W. Dennis
Pgm. Dir., Chief Announcer....Glenn O'Neal
Musical Director.....Joe Templeton
Chief Engineer.....Frank Tate

KHOZ

HARRISON—1946
MBS-RAZORBACK-OZARK-ARK.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Harrison Bcstg. Corp.
Business-Studio Address.....Radio Addition
Phone Number 1240
Transmitter Location.....Radio Addition
Air Time.....5:30 a.m.-11 p.m.
News Service .....UP
Transcription Service.....Standard, SESAC
Membership .....NAB
President .....Roy Milum
Gen.-Sta. Mgr.....Robert S. Wheeler, Jr.
Comm., Sales, Prom. Mgr., Farm Editor Tom Longfellow
Pgm. Dir., Chief Engineer.....Don Causey
Musical Dir.....Wannie Longfellow

KFFA

HELENA—1941—MBS-KBS

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Helena Bcstg. Co.
Business-Studio Address.....215 York St.
Phone Number.....Main 58-59
Transmitter Location.....Stringtown Rd.
Air Time.....5 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Continental Radio Sales
Membership .....NAB, BMB
Pres., Gen., Sta. Mgr.....Sam W. Anderson
Comm., Sales, Prom. Mgr.....William Bigley
Pgm.-Prod.-Publicity Dir.....Hugh Smith
Musical Director.....Mary Parker
Chief Engineer.....A. P. Decker

KXAR

HOPE—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hope Bcstg. Co.
Business Address.....P. O. Box 131
Phone Number 508
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
President.....A. H. Washburn
Gen. Mgr., Chief Engineer.....L. B. Tooley
Program Director.....George Frazier

KTHS

HOT SPRINGS—1924—ABC

Frequency: 1090 Kc...Power: 10,000 d., 1000 n.
Owned By....Times Publishing Company, Ltd.
Operated By.....Radio Broadcasting, Inc.
Business-Studio Address....135 Benton Street
Phone Number 1160-1
Transmitter Location.....Route 2
Air Time.....6 a.m.-M.

News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... Branham
Membership ..... NAB, BMB
President-Owner ..... John D. Ewing
General Manager ..... John J. Wolever, Jr.
Commercial Manager ..... Ed. C. Appler
Program Director ..... J. F. Karber
Chief Announcer ..... William S. Bailey
Musical Director ..... Harry Lockhart
Chief Engineer ..... Cecil L. Suitt

K W F C

HOT SPRINGS—1940—MBS-KBS
RAZORBACK

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Spa Bcstg. Co., Inc.
Business-Studio Address ..... Malco Building
Phone Number 412-3
Transmitter Location ..... Malco Bldg.
Air Time ..... 6:30 a.m.-11 p.m.
News Service ..... AP
Representative ..... Sears & Ayer
Membership ..... NAB, BMB
President ..... Dr. N. B. Burch
Gen.-Sta. Mgr. ..... Frank A. Browne
Comm. Mgr. ..... Robert Choate
Pgm. Director ..... George Arnold
Chief Engineer ..... Tom Wilson

IN ARKANSAS
IT'S
KARK
"ARKANSAS' PREFERRED STATION"
5000 Watts — Day and Night
920 Kilocycles
ED ZIMMERMAN
Vice-Pres. & Gen. Mgr.
NBC
NBC for Arkansas—Little Rock
ask ANY PETRY MAN!

K B T M

JONESBORO—1930—MBS-KBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Regional Bcstg. Co.
Business-Studio Address ..... KBTM Bldg., 603 Madison St.
Phone Number 5597-8
Transmitter Location ..... Route No. 4
Air Time ..... 5:30 a.m.-10:30 p.m.
News Service ..... AP
Transcription Service ..... World, SESAC
Membership ..... NAB, BMB
Pres., Gen. Mgr. ..... Jay P. Beard

K A R K

LITTLE ROCK—1928
NBC-SOUTHCENTRAL QUAL.-ARK.

Frequency: 920 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Arkansas Radio & Equip. Co.
Business-Studio Address ..... Radio Center, 114 East Capitol Ave.
Phone Number ..... LD 99
Transmitter Location ..... Hiway 67, Jackson Blvd., North Little Rock
Air Time ..... Unlimited
News Service ..... AP, UP
Transcription Service ..... Standard
Representative ..... Edward Petry
Membership ..... NAB, BMB
Chmn. of Bd. ..... T. H. Barton
V.P., Gen.-Sta. Mgr. ..... G. E. Zimmerman
Comm., Sls. Prom. Mgr. ..... Julian F. Haas
Pgm., Prod. Dir. ..... Douglas J. Romine
Publicity Dir. ..... A. C. Dowden
Chief Engineer ..... Dan L. Winn
Musical Dir. ..... Marie Jarvis
Farm Editor ..... Robert L. Buice

K G H I

LITTLE ROCK—1927—ABC

Frequency: 1250 Kc. ..... Power: 1000 d.; 500 n.
Owned-Operated By ..... KGHI Bcstg. Service
Address ..... 306 W. 3rd St.
Phone Number 9166
Transmitter Location ..... Cantrell Rd.
Air Time ..... Unlimited
Representative ..... George P. Hollingbery
Parners ..... A. L. Chilton, L. H. Chilton, S. C. Vinsonhaler
General Mgr. ..... S. C. Vinsonhaler
Comm. Prom. Mgr. ..... Don Corbet
Program Dir. ..... Virginia Ewing
Chief Engineer ..... V. O. Van Dusen

K L R A

LITTLE ROCK—1928—CBS

Frequency: 1010 Kc. ..... Power: 10,000 Watts d., 5,000 Watts n.
Owned-Oper. By ..... Arkansas Bcstg. Co.

Business-Studio Address.....Gazette Bldg.
Phone Number.....2-5427-8; 2-1492
Transmitter LocationMemphis Highway, 7 Mi. E. of Little Rock
Air Time.....5 a.m.-M.
News Service.....AP, UP
Transcription Service..Lang-Worth, Thesaurus
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....J. N. Heiskell
General Manager.....Ed Murphy
Program Director.....Harris Owen
Publicity Dir.....Mina Madden
Chief Engineer.....Kermit F. Tracy
Farm Editor.....Deno Nichols

KVLC

LITTLE ROCK—1948—LIBERTY

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southwestern Bcstg. Co.
Business-Studio Address.....Box 2659
Phone Number 5-5321
Studio Address....Southern Nat'l Insur. Bldg.
Transmitter Location.....Faulkner Lake Rd.
News Service .....UP
Transcription Service .....World
Representative .....Forjoe
Membership .....BMB
President.....R. M. Saxon
Gen., Sta. Mgr.....Leonard Coe
Commercial Manager.....Bob Harrison
Sales Prom. Mgr.....John Pankey
Pgm. Prod. Dir.....Marshall Hendricks
Chief Engineer.....William Miller
Chief Announcer, Musical Dir...Ernest Howard

KNBY

NEWPORT—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Newport Bcstg. Co.
Business Address .....Newport
Phone Number 749
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
General Mgr.....Dick Wiethan
Commercial Mgr.....Gene Howe
Chief Engineer.....J. C. Clayton

KXLR

LITTLE ROCK—1946
MBS-RAZORBACK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ark. Airwaves Co.
Business Address.....217 E. Third St.
Phone Number.....(Studio) 2-2155
(Office) 4-8928
Studio-Transmitter Address..Cotton Belt Bldg.
Air Time .....5:30 a.m.-M.
News Service .....UP
Transcription Service.....Capitol, Standard
Representative .....Ra-Tel
Membership .....NAB
President.....John F. Wells
General Manager.....Emil J. Pouzar
Comm. Mgr.....Clyde Gray
Program Dir.....Dorothy Jung
Pub. Dir., Farm Editor.....Bobbie Forster
Chief Announcer.....Roy Nichols
Chief Engineer.....Earl H. Butler

KVMA

MAGNOLIA—1948—MBS

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Magnolia Bcstg. Co.
Business-Studio Address..212 N. Jefferson St.
Phone Number.....630, 631
Transmitter Location....2.2 Mi. N. Magnolia
News Service .....UP
Transcription Service.....Lang-Worth, World
Membership .....NAB, BMB
Gen. & Natl. Sales Mgr..C. A. Bill Humbert, Jr.
Local Sales Director.....James H. Jones
Publicity, Musical Dir.....Bill Tibbels
Chief Engineer.....Ray H. Wells
Farm Editor.....Vernon Arnette

KOSE

OSCEOLA—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Operated By.....H. F. Ohlendorf
Business Address.....Hiway 61 S.
Phone Number 860
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
President.....H. F. Ohlendorf
General Mgr.....Ted Woods
Commercial Mgr.....John Fox
Program Dir.....Leon Little
Promotion Mgr.....Ann Edrington
Chief Engineer.....H. M. Jones

KDRS

PARAGOULD—1947
KBS-RAZORBACK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Progressive Bcstg. Co.
Business Address .....Box 491
Phone Number 627
Studio-Transmitter.....½ Mi. East of Paragould, Highway 25
Air Time.....6 a.m.-10:05 p.m.
News Service .....AP
Transcription Service .....Standard
Membership .....NAB
Gen.-Comm. Manager.....Ted Rand
Sales Prom. Mgr.....Adrian White
Program Dir.....Ray Dexter
Chief Announcer.....Dick Covington
Chief Engineer.....Jesse Jackson
Farm Editor.....Walt Lawson

WHY IS AP THE BEST?

BECAUSE—**AP** is more experienced than any other news service . . . more than 100 years collecting and distributing news.

ARKANSAS ASSOCIATED PRESS BROADCASTERS

President: Leon Sipes—KELD, El Dorado

Vice-President: Ted Woods—KOSE, Osceola

Secretary: J. R. Anderson—AP Chief of Bureau

Directors: Leon Sipes—KELD, El Dorado
Ted Woods—KOSE, Osceola
William Fogg—KXJK, Forrest City
Fred J. Stevenson—KGRH, Fayetteville
J. M. Moore—KVLC, Arkadelphia

Continuing Study Committee Chairman: Ray Dexter—KDRS, Paragould

KCLA

PINE BLUFF—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Engineering Service
Business-Studio Address.....2900 West 28th
Phone Number 1900
Transmitter Location.....2900 West 28th
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Lang-Worth
Business Mgr.....Kenneth Kesterson
Commercial Manager.....Clyde Martin, Sr.
Pgm. Dir., Chief Engineer.....Charles Penix

KOTN

PINE BLUFF—1934—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Universal Bcstg. Corp
Address.....505½ Main St., Box 957
Phone Number 721
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NAB
Pres., Gen. Mgr., Chief Engr.....B. J. Parrish
Asst. & Prom. Mgr.....B. W. Eiter
Commercial Manager.....Joe L. Wallace
Program Director.....Lois Sloan

KXRJ

RUSSELLVILLE—1947—MBS-KBS RAZORBACK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....The Valley Bcstrs., Inc.
Business-Studio Address.....Box 191
Phone Number.....299; 786
Studio-Transmitter Address .....Russellville
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....KBS
Representative .....Friedenberg
Membership .....BMB
Pres., Gen. Sta. Mgr.....C. R. Horne
Commercial Manager.....R. L. McCarrell
Sales Prom. Mgr.....L. L. Bryan
Pgm. Dir., Chief Announcer.....James Lipsey
Chief Engineer.....William Sneed

KUOA

SILOAM SPRINGS—1923—MBS-KBS

Frequency: 1290 Kc.....Power: 5,000 Watts d.
Owned-Operated By.....KUOA, Inc.
Business-Studio Address.....Siloam Springs
Phone Number 77
Transmitter Location.....Siloam Springs
Air Time.....6 a.m.-Local Sunset
News Service .....UP
Transcription Service.....World, SESAC
Membership .....NAB, BMB
President.....John E. Brown, Sr.
General Mgr.....Storm Whaley
Asst. Manager.....Clinton Fowler
Program Director.....Ralph Kennedy
Chief Engineer.....Cecil E. Smith
Farm Editor.....Charles E. Hoke

(See Page 338)

KBRS

SPRINGDALE—1949—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Southwestern Pub. Co.
Business Address.....Hiway 71
Phone Number 675
Air Time .....Unlimited
News Service .....AP
President.....Donald W. Reynolds
Gen., Comm. Mgr.....William F. Hession

KWAK

STUTTGART—1948 MBS—KBS—RAZORBACK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Stuttgart Bcstg. Corp.
Business Address.....1818 S. Buerkle St., Box 271
Phone Number 842
Studio-Transmitter Address....1818 S. Buerkle
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Capitol
President .....Beloit Taylor
Gen.-Station Manager.....Melvin P. Spann
Commercial Mgr.....Carroll Lee
Program Dir.....June Spawn
Chief Engineer.....Jack Warden

KWEM

WEST MEMPHIS—1947

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..West Memphis Bcstg. Corp.
Business-Studio Address.....229 Broadway
Phone Number 463-4
Transmitter Location.....Highway 70
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service.....Lang-Worth, Capitol
Representative .....Ra-Tel
President.....J. C. Johnson
Gen., Comm. Mgr., Pgm. Dir.
Vernon Dillaplain
Chief Anncr., Farm Editor.....Bill Edwards
Chief Engineer.....Vernon Dillaplain

your all-star DISC JOCKEY TEAM

BILL LEYDEN—6 to 8 AM





PETER POTTER—10 to Noon

Showmanship

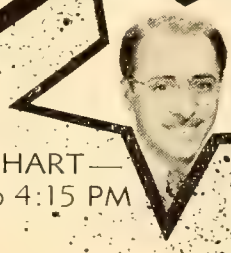
Audience



BILL ANSON—
Noon to 3 PM

WARNER BROS. **KFWB** HOLLYWOOD

Sales



MAURICE HART—
3 to 4:15 PM



FRANK BULL—
6:30 to 7:30 PM

Results



GENE NORMAN—
10 to 12 PM

Warner Bros. KFWB in Hollywood offers you the nation's greatest array of disc jockeys. These six stellar personalities offer you showmanship and a vast audience, bringing you outstanding sales and sponsorship satisfaction. For further details contact your nearest William G. Rambeau Company or your KFWB account executive.

CALIFORNIA

Estimated Population 10,665,000—Increase +54.4%—Radio Homes 3,254,000
Radio Families 3,286,000—Stations in State 129

KAFY

BAKERSFIELD—1946—MBS-DON LEE

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By....Bakersfield Bcstg. Co.
Business-Studio Address....2013 Chester Ave.
Phone Number 88700-77800
Transmitter.....Poplar Lane at Rosedale Rd.
News Service .....UP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....George B. Crome
General Manager.....Sheldon Anderson
Station Manager.....Frank Wilbur
Program Director.....Naum Healy
Production Dir. .....Bob Blake
Publicity Dir.....Martha Thompson
Chief Announcer .....Harl Mannes
Chief Engineer.....Ted Froming
Farm Editor.....Ralph Ryan

KERN

BAKERSFIELD—1932—CBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By...McClatchy Bdcstg. Co.
Business-Studio Address..Elk's Club Building
Phone Number 8-8431
Transmitter Location....Oak and Ming Streets
News Service.....AP, INS, UP
Transcription Service .....World
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President .....Eleanor McClatchy
Station Manager.....Walter Baziuk
Technician .....Luverne Shatto

KERO

BAKERSFIELD—1946—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Paul R. Bartlett
Business-Studio Address....1420 Truxton Ave.
Phone Number 44548
Transmitter Location.....17th & "I" Sts.
News Service .....UP
Transcription Service .....Standard
Representative .....Avery Knodel
Membership .....NAB
Owner .....Paul R. Bartlett
Manager .....Gene DeYoung
Prod., Pgm. Dir.....Warren Mead
Sales, Prom. Mgr., Pub. Dir.....Ken Croes
Acting Chief Engineer.....Thad Bulkeley

KPMC

BAKERSFIELD—1933—ABC

Frequency: 1560 Kc.....Power: 1000 Watts
Owned-Oper. By.....Pioneer Mercantile Co.
Business-Studio Address.....307 E. 21st St.
Phone Number 8-8157
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Gene Grant
Pres., Gen. Mgr., Pgm. Dir.....L. A. Schamblin
Commercial Manager.....C. C. Sturm
Promotion Manager.....P. R. Biermann
Chief Engineer.....L. P. Jarvis

KPAS

BANNING—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....William T. Smith
Address.....4425 Ramsey St.
Phone Number.....515-6
News Service .....AP
Transcription Service .....World
Representative .....Gene Grant
Membership .....NAB
President.....William T. Smith
General Mgr.....Carleton Anderson
Commercial Mgr.....Marvin H. Patchen
Program Dir.....John L. Lockhart
Chief Engineer.....Searcy Woodworth

KWTC

BARSTOW—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Mojave Valley Bcstg. Co.
Business Address..Radio Center, P.O. Box 1230
Phone Number 4001
Studio-Transmitter Address.....Radio Center
News Service .....UP
Transcription Service .....World
Representative....Gene Grant, Donald Cooke
Membership .....NAB
Gen. Mgr., Pgm. Dir.....Harry S. White
Commercial Mgr.....Wheeler Abbett
Chief Engineer.....Fred Fullwood

KRE

BERKELEY—1923

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Central Calif. Bcstrs., Inc
Address.....601 Ashby Avenue
Phone Number.....Ashberry 3-7715
News Service .....AP
Transcription Service .....Standard
Membership .....NAB
Gen. Station Manager.....Arthur Westlund
Comm.-Promotion Manager.....Don Hambly
Production Director.....Les Avery
Chief Engineer.....Dave Fields

KYOR

BLYTHE—1948—BCA WESTERN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated.....Bcstg. Corp. of America
Business-Studio Address .....Blythe
Phone Number 2231
Transmitter.....2 Mi. W. of Blythe, Hiway 60
News Service.....UP, AP
President.....W. L. Gleeson
V.P. Chg. Sales.....Gene Williams

KROP

BRAWLEY—1946—BCA WESTERN

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By..Bcstg. Corp. of America
Address .....Del Rio Country Club
Phone Number 1300
News Service.....AP, UP
Representative.....Lee F. O'Connell
President, General Mgr.....W. L. Gleeson
V.P. Chg. Sales.....Gene Williams

KWIK

BURBANK—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Burbank Bcstrs., Inc.
Business-Studio Address..20 W. Burbank Blvd.
Phone Number.....CHarleston 0-2111
Transmitter Location.....239 Amherst St.
News Service .....UP
Transcription Service.....Lang-Worth
Director .....Paul Sutton
Program Dir.....Roger Patrick

KICO

CALEXICO—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Charles R. Love
Business Address.....P. O. Box 786
Phone Number 918
Studio-Transmitter..1½ Mi. N. Calexico, Hgwy 99
News Service .....AP
President.....Charles R. Love
General Mgr.....W. A. Geddes
Program Dir.....Robert Cain
Chief Engineer.....Richard Gunn

KHSL

CHICO—1935—MBS-DON LEE

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated..Golden Empire Bcstg. Co., Inc.
Address .....Moorehead Bldg.
Phone Number 237-8
Transmitter.....Hooker Oak & Madrone Aves.
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative .....Gene Grant
President, Gen. Mgr.....Hugh McClung
Station Manager.....M. F. Woodling
Commercial Manager.....J. A. Pero
Program Director.....Loring Curtis
Promotion Mgr.....Henry Hanna
Chief Engineer.....Russell B. Pope

KXOC

CHICO—1949—CBS

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By...Sacramento Bcstrs., Inc.
Business Address.....Radio Lane
Phone Number 3200
News Service .....UP
Transcription Service....Associated, Standard
Representative .....Pearson
President .....Lincoln Dellar
Gen. Comm. Mgr.....Ted Hall
Program Dir.....Neil McIntyre
Promotion Mgr.....Lester Berryman
Chief Engineer.....Walter Berger

KBUC

CORONA—1948

Frequency: 1370 Kc.....Power: 500 Watts
Owned....American Pacific Radio Bcstg. Co.
Business Address.....Box 111
Phone Number 1370-1-3
Studio-Transmitter Address.....Custer Road
News Service .....UP
Transcription Service..MacGregor, Lang-Worth
Membership .....NAB
Representative .....Grant
Partners..Elmer J. Bucknum, John G. Bucknum
General Mgr.....E. J. Bucknum
Commercial Mgr.....Mary Bucknum
Program Dir.....Jack A. Richardson
Chief Engineer.....H. J. Ridinger

KRDU

DINUBA—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Dinuba Co.
Business-Studio Address.....110 N. "L" St.
Phone Number 500
Transmitter Location..Bet. W. Dinuba & Reedley
News Service .....AP
Transcription Service .....Lang-Worth
Gen., Comm. Mgr.....Egan A. Hafer
Program Director.....Harold Sparks
Chief Engineer.....Forrest W. Hughes

KXO

EL CENTRO—1927—MBS-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Valradio Inc.
Business Address.....Box 140

Phone Number 1100
Transmitter-Studio Location.....South 4th St.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer
Membership .....NAB
President.....Paul A. Jenkins
Gen., Sales, Prom. Mgr.....Riley R. Gibson
Commercial Manager.....Belle Hovey
Prog. Dir., Farm Editor.....F. J. Wineriter
Chief Engineer.....Dick Jacobsen

KHUM

EUREKA—1947—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Carroll R. Hauser
Business-Studio Address.....Vance Hotel
Phone Number.....3900
Transmitter Location.....1025 W. Murray St.
News Service .....AP
Transcription Service .....Capitol
Representative.....Western Radio Adv.
Membership .....NAB
Gen.-Sta.-Comm. Mgr.....Carroll R. Hauser
Pgm.-Prod.-Publicity Dir.....Burke Ormsby
Musical Dir.....Vivian Mason
Chief Engineer.....Edward P. Strople

KIEM

EUREKA—1933—MBS-DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned Opr. By....Redwood Bdcstg. Co., Inc.
Address.....Radio Center, E. Sixth St.
Phone Number 4000
Transmitter.....Eureka Inlet, Humboldt Bay
News Service .....UP
Transcription Service .....World
Representative .....John Blair
Membership .....NAB, BMB
Pres., Gen. Mgr.....Wm. B. Smullin
Commercial Manager.....Don Telford
Sales Promotion Manager.....Robert Stach
Program Director.....Charles Paul Corbin
Technical Dir.....John Bauriedel

KDAC

FORT BRAGG—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Mendocino Coast Bcstg. Co.
Address.....2100 East Oak St.
Phone Number 822-3
Air Time.....6 a.m.-10 p.m.
News Service .....AP
Transcription Service.....World, Capitol
Representative .....Forjoe
President .....Edward Mertle
Gen.-Sta. Mgr.....Paul L. Singer
Sales Prom. Mgr.....James W. Sargent
Program Dir.....Ray T. Mathewson
Chief Engineer.....Craig Smith

KARM

FRESNO—1938—ABC

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By....KARM, The George Harm Station
Business-Studio Address..1333 Van Ness Ave.
Phone Number 4-2966
Transmitter.....Van Ness & Alluvial Aves.
News Service.....AP, INS
Transcription Service .....Standard
Representative.....Edward Petry
Membership .....NAB
President .....Hattie Harm
General-Station Manager....Clyde F. Coombs
Exec. Sec., Promotion Manager....Eldora Roth
Program, Prod. Director.....John Garrick
Chief Engineer.....Elbert Dean

KFRE

FRESNO—1937—CBS

Frequency: 940 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Calif. Inland Bcstg. Co.
Business-Studio Address..T. W. Patterson Bldg.
Phone Number 4-5001
Transmitter Location.....Monson
News Service .....UP
Transcription Service.....Associated, World
Representative .....Avery-Knodel
Membership .....NAB
Pres., Gen. Mgr.....Paul B. Bartlett
Program Director.....Ed J. Frech
Chief Engineer.....K. L. Mealey

KGST

FRESNO—1949

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Baker Bcstg. Co.
Business-Studio Address.....1018 Broadway
News Service .....UP
Transcription .....Standard
General Mgr.....John Baker
Station Mgr.....Robert L. Howell

KMJ

FRESNO—1922—NBC

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....McClatchy Bcstg. Co.
Business-Studio Address..1559 Van Ness Ave.
Phone Number 3-6277
Transmitter Location.....Kerman, Calif.
News Service.....AP, UP
Transcription Service .....Capitol
Representative.....Paul H. Raymer
Membership .....NAB, BMB

President .....Eleanor McClatchy
Station Manager.....Hal Brown
Sales Manager.....Coyle Chambers
Program Mgr.....Joe Tomes
Chief Technician.....William N. Wallace

KYNO

FRESNO—1947—MBS-DON LEE

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By.....Robert Schuler, Sheldon Anderson, Gene Chenault, Bert Williamson
Business Address.....Hotel Fresno
Phone Number 2-6141
Transmitter.....Barton & McKinley Aves.
News Service .....UP
Representative.....Pearson, Western
Membership .....NAB
President .....Robert Schuler
General Mgr.....Gene Chenault
Commercial Mgr.....Joe Hinman
Program Dir.....Leo Goldman
Chief Engineer.....Bert Williamson
Farm Editor.....Robert Fahs

KIEV

GLENDALE—1933

Frequency: 870 Kc.....Power: 250 Watts d.
Owned-Operated By.....Cannon System, Ltd.
Address.....102 N. Glendale Ave.
Phone Number.....Cyprus 1-1133
President.....David H. Cannon
General Mgr.....Cal Cannon

KGFN

GRASS VALLEY—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Joe D. Carroll
Business Address.....P. O. Box No. 924
Phone Number 1400
Transmittter-Studio Location.....Grass Valley
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Grant
President.....Joe D. Carroll
General Manager.....Claude F. Jones
Chief Engineer.....Loyd L. McQueary

KNGS

HANFORD—1948

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By..Hanford Publishing Co.
Business Address.....P. O. Box 620
Phone Number 620
Studio & Trans ...4 Mi. E. Hanford Hgway. 198
News Service .....INS, UP
Transcription Service.....Associated, World
General Mgr.....Don C. Reeves
Commercial Mgr.....John Cohan
Program Dir.....E. C. Balthis
Chief Engineer.....Don C. Reeves

KECA

HOLLYWOOD—1929—ABC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By..American Bcstg. Co., Inc.
Business Address.....ABC TV Center
Phone Number.....NO 3-3311
Studio Address.....1440 No. Highland
Transmitter Location.....2951 S. Fairfax Ave.
News Service.....AP, INS, UP
Transcription Service.....Lang-Worth
Representative.....ABC Spot Sales
Membership .....NAB, BMB
President (ABC).....Mark Woods
V.P., Gen. Mgr. W. Div. (ABC)..Frank Samuels
Station Manager.....Clyde P. Scott
Commercial Manager.....Amos T. Baron
Program Director.....Rollo Hunter
Chief Engineer.....Phil Caldwell

KGFJ

HOLLYWOOD—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ben S. McGlashan
Business-Studio Address....6314 Sunset Blvd.
Phone Number.....HIllside 0201
Transmitter.....Washington & Oak Sts., L. A.
News Service.....UP
Transcription Service .....Muzak
Owner.....Ben S. McGlashan
General Manager.....Thelma Kirchner
Commercial Manager.....Jim Strain
Chief Engineer.....Homer Obuchon

KLAC

HOLLYWOOD—1946

Frequency: 570 Kc....Power: 5000 d.; 1000 n.
Owned-Operated By.....KMTR Radio Corp.
Address.....1000 Cahuenga Blvd.
Phone Number.....Hudson 2-7311
Transmitter Location....2201 N. Indiana, L. A.
News Service .....INS
Transcription Service.....Capitol
Representative.....Adam J. Young, Jr.
Membership .....NAB
President .....Dorothy Schiff
Gen. Sta. Manager.....Don J. Fedderson
Comm. Mgr.....D. E. Lundy
Sales Prom. Mgr.....Jack Miller
Pgm. Dir.....Fred Henry

Prod. Dir.....Don Forbes
Pub. Dir.....Red Doff
Chief Engineer.....Carl Olson

KREO

INDIO—1946—BCA WESTERN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Bcstg. Corp. of America
Business-Studio Address.....Calhoun Dr.
Phone Number 7-3403
Transmitter .....Calhoun Dr.
Representative.....Lee F. O'Connell
President & General Mgr...William L. Gleason
V.P. Chg. Sales.....Gene Williams

KTED

LAGUNA BEACH—1949

Frequency: 1520 Kc.....Power: 1000 d; 250 n.
Owned-Oper. By...Uni. Radio Features Synd.
Business Address.....424 Glenneyre
Phone Number 1520
News Service .....AP
Transcription Service.....Thesaurus, World
Representative .....Grant
President, General Mgr.....Tom E. Danson
Comm., Prom. Mgr.....James M. Matheny
Chief Announcer.....Richard S. Morgan
Chief Engineer.....Allan L. Campbell

KCVR

LODI—1946—KBS

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By....Central Valley Radio
Business Address.....P. O. Box 600
Phone Number.....Lodi 1700
Transmitter Studio.....1.8 Mi. N.W. of Lodi
News Service .....UP
Transcription Service .....Standard
General Manager.....Herbert W. Brown
Station Manager.....David A. Brown

KFOX

LONG BEACH—1924

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By..Nichols & Warinner, Inc.
Address.....220 E. Anaheim Street
Phone Number.....Long Beach 672-81
Transmitter Location....220 E. Anaheim Street
News Service .....UP
Representative .....Burns-Smith
Membership .....NAB
Pres., Gen. Mgr., Pgm. Dir.....Hal G. Nichols
Promotion Mgr.....Norman Masterson
Comm. Mgr., Chief Engineer
Lawrence W. McDowell

KLAC

Represented by

ADAM J. YOUNG

New York

★ ★

The Fastest Growing Radio Station

in America

HOLLYWOOD, CALIF.



FOR THAT MATTER, even the Pacific Coast is different from any other area in the United States. It's big, it's almost entirely covered with mountains up to 14,495 feet high, and its markets are far apart.

To cover this vast, rich area is a different coverage problem. The great distances, the mountains, the low ground conductivity make long-range broadcasting impractical...yet Don Lee is the only network that does not rely on long-range broadcasting.

Only Don Lee is especially *designed* for the Pacific Coast.

Only Don Lee offers coverage that gives each market a local network outlet of the proper size

LEWIS ALLEN WEISS, *Chairman of the Board* · WILLET H. BROWN, *President* · WARD D. INGRIM, *Vice-President in Charge of Sales*

The Nation's Greatest Regional Network





to completely cover that market for the least possible money expended.

Only with Don Lee can you tailor your network radio coverage to your distribution. You can buy all or part of Don Lee's 45 stations to match your distribution requirements, with no waste.

There are about 14 million people on the Pacific Coast. Only Don Lee sells them where they live—where they spend their 15½ billions per year, and Don Lee sells them from their own local network stations with all the local selling influence enjoyed by such a station.

If selling the Pacific Coast is your problem, remember coverage is *different* on the Pacific Coast. Use the *only* radio network especially *designed* for the Pacific Coast: DON LEE.

313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY

Mutual

DON LEE

BROADCASTING SYSTEM





FOR THAT MATTER, even the Pacific Coast is different from any other area in the United States. It's big, it's almost entirely covered with mountains up to 14,495 feet high, and its markets are far apart.

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LEWIS ALLEN WEISS, *Chairman of the Board* · WILLET H. BROWN, *President* · WARD D. INGRIM, *Vice-President in Charge of Sales*

1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY

The Nation's Greatest Regional Network



The Tale of Two Cities* . . .

*Siloam Springs, Ark.

1290 **KUOA** K.C.

The KUOA primary (Oklahoma — 6 counties, Missouri—4 counties, Arkansas—5 counties) is worth covering! It's a bright white spot in the nation's market picture. KAMOLAND's many sources of income — poultry, dairy, cattle, vegetables and fruit, oil, lead, zinc and coal—add up to an annual $200,000,000 buying power.

Area Population	1,220,953
Radio Homes in KUOA Primary	80,540
% Increase 1940-49	164%
National	136%
% Increase Retail Sales in KUOA Primary 1939-48	346% *
% Increase Retail Sales, Nat.	309% *

* 1949-50 "Consumer Markets."

KUOA Daytime Audience 1949 Area Conlan (45-Mile Circle) 34.5%

KUOA'S MORNING AUDIENCE WAS MORE THAN TWICE THAT OF ITS NEAREST COMPETING STATION! THE PEOPLE ARE HERE — THE MONEY IS HERE — THE MARKET IS HERE!

5000 W. MUTUAL **KUOA** 1290 K.C.

Razorback Network—Liberty Broadcasting System

*Long Beach, Calif.

1390 **KGER** K.C.

Don't let the proximity of Los Angeles blind *you* to the booming Retail sales of the $400,000,000 Long Beach market when placing national radio campaigns in Southern California!

Long Beach Population	305,000
Total Families	93,900
Radio Families	92,960
% Radio Families	99%
Leading Independent in Long Beach Market	84%

Leads other local station in 497 out of 504 quarter hour periods.

. . . AND KGER DELIVERS THE LONG BEACH AUDIENCE TO ADVERTISERS AT A LOWER "COST PER THOUSAND!"

5000 W. **KGER** 1390 K.C.

Owned by the John Brown Schools of Arkansas and California

The Voice of . . . ★ **KAMOLAND**

KANSAS-ARKANSAS-MISSOURI-OKLAHOMA

The Station of THE AMERICAN HOME

K G E R

LONG BEACH—1926

Frequency: 1390 Kc.....Power: 5,000 Watts
Owned By...John Brown Schools of Calif., Inc.
Business Studio Address.....435 Pine Ave.
Phone Number 7-2785
Transmitter.....Atlantic & Olive, Hynes
Air Time.....5 a.m.-M.
News Service .....AP
Transcription Service.....SESAC, Cole
Representative.....J. H. McGillvra
Membership .....NAB
President.....John E. Brown
Gen.-Sta.-Comm. Mgr.....Galen Gilbert
Sales-Prom. Mgr., Pgm. Dir....William George
Publicity Director.....Dick Walsh
Musical Dir.....Peter Slack
Chief Engineer.....Luther Crumbaugh

K F A C

LOS ANGELES—1931

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Los Angeles Bcstg. Co., Inc.
Business-Studio Address.645 S. Mariposa Ave.
Phone Number.....Dunkirk 4-1231
Transmitter Location...3725 Chesapeake Ave.
Air Time.....24 hrs.
News Service .....AP
Transcription Service.....Associated, SESAC
Membership .....NAB, BMB
Pres.-Gen.-Sta. Mgr.....Calvin J. Smith
Prod., Pgm. Dir.....Howard Rhines
Pub. Dir.....Murry Boggs
Chief Announcer.....Howard Rhines
Musical Librarian.....Edith Kent
Chief Engineer.....Ron Oakley

(See Page 340)

K F I

LOS ANGELES—1922—NBC

Frequency: 640 Kc.....Power: 50,000 Watts
Owned-Operated By..Earle C. Anthony, Inc.
Business-Studio Address..141 N. Vermont Ave.
Phone Number.....Dunkirk 2-2121
Transmitter Location.....Buena Pk.
Air Time.....5:30 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service.....Capitol, Associated, World
President-Owner.....Earle C. Anthony
General Manager.....W. B. Ryan
Sales, Promotion Mgr.....Kevin B. Sweeney
Program Dir.....Pat Kelly
Chief Announcer.....George Dvorak
Musical Director.....Bob Mitchell
Chief Engineers.....Curtis Mason, H. L. Blatterman
Farm Editor.....Nelson McIninch

(See Page 342)

K F V D

LOS ANGELES—1925

Frequency: 1020 Kc.....Power: 5,000 Watts
Owned-Operated By.....Standard Bcstg. Co.
Business-Studio Add.....338 S. Western Ave.
Phone Number.....Dunkirk 8-2345
Transmitter Location.....Lynwood, Calif.
Air Time.....6 a.m.-3 a.m.
Transcription Service .....Lang-Worth
Membership .....NAB
Pres., Gen. Mgr.....Frank Burke, Jr.
Commercial Manager.....Harry Patterson
Program Director.....Carl Brewster
Chief Announcer.....Clyde Cadwell
Chief Engineer.....Leonard Reeves

K F W B

LOS ANGELES—1925

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By....Warner Bros. Bcstg. Corp.
Business-Studio Address..5833 Fernwood Ave.
Phone Number.....HE 5151
Transmitter Location.5775 W. Jefferson, L. A.
Air Time.....5:45 a.m.-1 a.m.
News Service.....AP, INS, UP
Representative.....William G. Rambeau
General Manager.....Harry Maizlish
Pgm., Prod. Dir.....William V. Ray
Publicity Dir.....Sydney Yallen
Commercial Manager....William D. Edouarde
Chief Announcer.....Harry Hall
Chief Engineer.....Harry Myers
Musical Director.....Dion Romandy

(See Page 330)

K H J

LOS ANGELES—1922
MBS-DON LEE

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Operated By..Don Lee Bcstg. System
Business-Studio Address.....1313 N. Vine St., Hollywood
Phone Number.....HUdson 2-2133
Transmitter Location.....Venice Blvd.
Air Time.....6 a.m.-1 a.m.
News Service.....AP, INS
Transcription .....World
Representative .....John Blair
Membership .....NAB
President.....Willet H. Brown
V.P. chg. Sales.....Ward D. Ingrim
Sales Manager.....George Whitney
Sales Promotion Manager.Herbert Sonnenburg
Program Director.....J. Carlton Adair
Director of Operations.....Anthony J. LaFrano
Publicity Director.....Mark Finley
Musical Director.....Harry Zimmerman
V.P.-Engineering .....Walter Carruthers
Farm Editor.....Les Mawhinney

LONG HAIR MUSIC

IS OUR BUSINESS

And business is a pleasure — because our audience forms an important segment of an important market — served exclusively in the field of better music by KFAC.

PULSE*

REPORTS PROGRESS

The progressively growing appeal of fine music, beamed twenty-four hours daily at 5-12% of the audience — in the nation's third largest market.

Check our cost per listener — one of the country's lowest.

KFAC
5 KW

AM — FM
The Music Station
FOR SOUTHERN CALIFORNIA
1330 KC

LOS ANGELES BROADCASTING CO., INC.
645 MARIPOSA, LOS ANGELES 5

For Information, Phone or Wire Collect

* The Pulse, Inc.
110 Fulton St.
N. Y. 7, N. Y.

KMPC

LOS ANGELES—1927

Frequency: 710 Kc...Power: 50,000 d., 10,000 n.
Owned-Operated By....KMPC, the Station of the Stars, Inc.
Business-Studio Address....5939 Sunset Blvd.
Phone Number.....Hollywood 9-5341
Transmitter Location....12755 Burbank Blvd., N. Hollywood, Calif.
Air Time.....6 a.m.-M.
News Service.....AP, INS, UP
Transcription Service.....Associated
Representative.....H-R Representatives, Inc.
Chairman of the Board.....G. A. Richards
Gen.-Sta. Mgr., V.P.....Robert O. Reynolds
Vice-Pres.....Earl E. Gibbs
Sales Prom. Mgr., Pub. Dir.....Andy Wilson
Pgm., Prod. Dir.....John Baird
Chief Announcer.....Howard Flynn
Musical Director.....Jerome Sybilrud
Chief Engineer.....Loyd Sigmon
Farm Editor.....Charles Lee Stone

(See Page 344)

KNX

LOS ANGELES—1924—CBS

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned-Operated By..Columbia Bcstg. System, Inc.
Business-Studio Address....6121 Sunset Blvd.
Phone Number.....HOllywood 9-1212
Transmitter Location....190 St. & Hawthorne Blvd., Torrance, Calif.
Air Time.....5:30 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....Radio Sales, CBS
Membership.....NAB, BMB
President (CBS).....Frank Stanton
V.P., Gen. Exec.....Howard S. Meighan
Gen. Mgr.....Merle S. Jones
Sales Manager.....Wayne R. Steffner
Promotion Manager.....Ralph Taylor
Program Director.....George W. Allen
Chief Engineer.....Les Bowman

(See Page 346)

KOWL

LOS ANGELES—1947

Frequency: 1580 Kc.....Power: 5000 Watts d.
Owned-Operated By.....KOWL, Inc.
Business-Studio Address....Pico at the Ocean
Phone Number.....Santa Monica 46761
Transmitter Location.....11637 Charnock Rd.
Air Time.....7 a.m.-Sunset
News Service.....UP
Transcription Service....Associated, Standard
Pres.-Gen.-Sta. Mgr.....Arthur H. Croghan
Program Dir.....Warren K. Deem
Chief Engineer.....John Morecroft

KRKD

LOS ANGELES—1927

Frequency: 1150 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By....Radio Broadcasters, Inc.
Business-Studio Address....541 So. Spring St.
Phone Number.....TRucker 7111
Transmitter Location.....1050 Montecito Drv.
Air Time.....Unlimited
News Service.....INS
Transcription Service.....Associated, SESAC
Membership.....NAB
General-Station-Comm. Mgr.....Ned Connor
Publicity Director.....Doug Douglas
Pgm. Dir.-Chief Announcer....Charles Clifton
Chief Engineer.....Willis O. Freitag

KMYC

MARYSVILLE—1940—MBS-DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Marysville-Yuba City Bcstrs., Inc.
Business Address.....P. O. Box 631
Phone Number.....2080
Studio Address.....519 E. St.
Transmitter Location..Laurellan Rd., District 10
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....W. S. Grant
Membership.....NAB
President.....H. E. Thomas
Gen.-Station Comm. Manager...Joe D. Carroll
Sales Promotion Manager...A. J. Powell, Jr.
Program Director.....William R. Cleveland
Publicity Director.....Hedley Hall
Chief Engineer.....Loyd McQueary

KYOS

MERCED—1936—MBS-DON LEE

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Merced Bcstg. Co.
Business Address.....P. O. Box 717
Phone Number.....1430-1; 1281
Studio Address.....G St. Grade
Transmitter Location....Lake Rd., Merced Cty.
Air Time.....5 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....W. S. Grant
Membership.....NAB
President-Gen. Mgr.....Hugh McClung
Station Manager.....Charles H. Kinsley, Jr.
Comm. Mgr.-Pgm. Dir.....A. J. Krisik
Sales Prom. Mgr.....Rod O'Hara
Prod.-Musical Dir.....Joel Buffington
Pub. Dir.....Edward Blakesley
Chief Announcer.....Harvey Otto
Chief Engineer.....M. R. Beavers
Farm Editor.....Clare Caughman



Pat Bishop



Burritt Wheeler



Ted Meyers

they are not too dainty at KFI !

Johnny Murray



Stu Wilson



Bill Stulla



KFI's personalities are not too dainty to personally do the commercials on their programs.

You know how much more effective a sales message is when the star of your program throws his influence behind the product.

That's why KFI's stars, who take their selling chores as seriously as they take the job of entertaining their listeners, always voice their own sales messages.

Each of these six personalities has proved his ability as a salesman with dozens of products on KFI.

One more reason advertisers are more successful on KFI.

KFI

Earle C. Anthony, Inc.

NBC FOR LOS ANGELES • 640 KC CLEAR CHANNEL

KTRB

MODESTO—1933

Frequency: 860 Kc....Power: 5000 d.; 1000 n.
Owned-Operated By.....KTRB Bcstg. Co., Inc.
Address.....P. O. Box 593
Phone Number 774
Studio-Transmitter.....Norwegien Ave.
Air Time.....5 a.m.-1 a.m.
News Service.....INS, UP
Transcription Service.....Lang-Worth, Cole, Standard
Representative.....W. S. Grant
Membership .....NAB
Pres.-Gen.-Station Mgr....William H. Bates, Jr.
Com.-Sales Promotion Mgr...James Van Parks
Pgm.-Prod.-Publ. Dir.....Milton L. Hibdon
Chief Anncr.-Farm Editor....Charles McEwen
Musical Director.....Don Lapan
Chief Engineer.....William H. Bates, Jr.

KMBY

MONTEREY—1949—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Monterey Bcstg Co.
Business Address.....Hotel San Carlos
Phone Number 8541
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Associated
General Mgr.....L. John Miner
Comm. Mgr.....John F. W. Tyler
Pgm. Dir.....Ford Warner
Chief Engineer.....Emil A. Trojak

KWSD

MOUNT SHASTA—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Shasta Cascade Bcstg. Corp.
Business Address.....Alma St.
Phone Number 2124
News Service .....AP
Transcription Service .....Standard
Representative .....Western
General-Commercial Mgr.....Arthur Adler
Promotion Manager.....Raymond Conners
Program Director.....Iola Huntingdon
Chief Engineer.....David H. Rees

KVON

NAPA—1947

Frequency: 1440 Kc.....Power: 500 Watts
Owned-Operated By.....Napa Bcstg. Co.
Address .....Foster Rd.
Phone Number 6-7421
Transmitter Location.....Foster Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Services.....World, Associated
Representative .....Forjoe
Membership .....NAB
Pres.-Gen. Mgr.....William S. Quinn
Station Manager.....Grant Pollock
Commercial Manager.....Hal McCoy
Sales Prom. Mgr.....Bert Johnson
Program Director.....Bob O'Brien
Chief Announcer.....Bill Hargan
Chief Engineer.....Herbert Vanderbeek
Farm Editor.....Herman Baade

KSFE

NEEDLES—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Shelley Radio-Electric Co.
Business-Studio Address.....821 Broadway
Phone Number 1260
Transmitter Location....Western outskirts of Needles, on Hiway 66
Air Time .....Unlimited
News Service .....INS
Owner, Chief Engineer.....Oscar D. Shelley

KLX

OAKLAND—1922

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By....Tribune Building Co.
Business Studio Address.....Tribune Tower
Phone Number.....GLencourt 1-0660
Transmitter Location.....Tribune Tower
Air Time .....6 a.m.-M.
News Service .....AP
Transcription Service.....Capitol, World
Representative .....Burn-Smith
Membership .....NAB
President.....J. R. Knowland, Jr.
Gen. Station Manager.....Glenn Shaw
Program Director.....Jerry Morton
Musical Director.....Lou Dean Grow
Chief Engineer.....Roswell S. Smith

KROW

OAKLAND—1925

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....KROW, Inc.
Business Studio Address.....464-19th St.
Phone Number.....TWinoaks 3-9600
Transmitter Location.....1520-8th Ave.
Air Time .....5:30 a.m.-M.
News Service.....UP
Transcription Service....Standard, Associated
Membership .....NAB
President.....Sheldon F. Sackett
Program Director.....Russ Coughlan
Publicity Director.....Mercedes Prosser
Chief Engineer.....C. E. Downey

THE WEST'S MOST POWERFUL INDEPENDENT

KMPC

SPORTS STARS HEARD EXCLUSIVELY

Over KMPC



BOB KELLEY, Sports Director, who presents the "Parade of Sports" for Firestone Tires and PDQ Gasoline. The sportscaster for KMPC's exclusive broadcasts of the Los Angeles Angels baseball club, the Los Angeles Rams National League Professional football club and the Los Angeles Open Golf tournament.

HAL BERGER, the "Dean of West Coast Sportscasters", who for many years has presented a daily major league baseball game. Picking the outstanding game of the day, Hal Berger recreates the contest to big audiences throughout Southern California.





JOE HERNANDEZ, a noted track authority, recreates the racing program from one of California's favorite tracks daily. The Joe Hernandez program, for many years, has been a top audience leader among all programs produced locally in Los Angeles.

Other sportscasts aired exclusively in Los Angeles over KMPC:

National Open Golf Tournament • P. G. A. Golf Tournament
Davis Cup Matches • Glendale Open Golf Tournament
National Tennis Championship Matches

KMPC "THE WEST'S MOST POWERFUL INDEPENDENT"
- Leading in Sports -

50,000 WATTS
10,000 watts at night

*** H-R REPRESENTATIVES, INC., NATIONAL REPRESENTATIVES ***

KWBR

OAKLAND—1920

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By..Warner Bros. Radio, Inc.
Business-Studio Address.....327-21st St.
Phone Number.....Higate 4-1212
Transmitter Location.....327-21st St.
Air Time .....6 a.m.-M.
News Service.....UP
Transcription Service .....Lang-Worth
Membership .....NAB
President, Gen. Mgr.....S. W. Warner
Station Manager.....F. Wellington Morse
Commercial Manager.....W. E. Malone
Program Director.....Wanda Armey
Production Director.....George Oxford
Chief Announcer.....Bob Bouard
Musical Director.....Sam Watts
Chief Engineer.....Paul Gregg

KOCS

ONTARIO—1946

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By....The Daily Report Co.
Business-Studio Address.....222 East "B" St.
Phone Number.....627-54
Transmitter Location.....4th and San Antonio
Air Time.....Local sunrise—Local sunset
News Service.....UP
Transcription Service.....Capitol, Associated
President.....Mrs. Jerene Appleby Harnish
Station Mgr.....Stanley G. Davis
Commercial Mgr. .....James E. Rennie
Publicity Director.....Helen Faye Thompson
Pgm. Dir.-Chief Announcer....George Crofford
Chief Engineer.....Floyd Hall
Farm Editor.....Gene Durbin

KDAN

OROVILLE—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Oroville Mercury Co.
Address .....Box 231
Phone Number 1340
Air Time.....6:45 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
President.....Dan L. Beebe
Gen.-Station-Comm. Mgr.....Arden Booth
Chief Announcer.....Lloyd Klemp
Musical Dir.....W. W. Lamberton
Chief Engineer.....Ray Partridge
Farm Editor.....Bill Aiston

KCMJ

PALM SPRINGS—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Palm Springs Bcstg. Co.
Business Address.....Box KK
Phone Number.....2253
Studio, Transmitter Location....N. Indian Ave.
Air Time.....7 a.m.-M.
News Service.....UP
Representative.....John E. Pearson
President.....Donald C. McBain
Gen. Station Mgr.....Roland B. Vaile
Commercial Mgr.....Harry Davis
Sales Promotion Mgr.....Ann Gerald
Program Mgr.....Dorothy Fanning
Chief Engineer.....Donald C. McBain
Asst. Chief Engineer.....John D. Clowes

KIBE

PALO ALTO—1949

Frequency: 1220 Kc.....Power: 250 Watts
Owned-Oper. By....M. Kibbe & D. K. Deming
Business Address.....P.O. Box 1151
Studio Address.....Palo Alto Airport
Transmitter Location....End of University Ave.
Phone Number.....DA. 3-1341
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....Standard
Membership .....NAB
Gen.-Comm. Mgr.....M. Kibbe
Asst. Mgr.-Pgm. Dir.....Ben Ott
Chief. Anncr.-Musical Dir.....John Daniels
Chief Engineer.....Dave Wortman

KALI

PASADENA—1950

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By.....John H. Poole
Business-Studio Address.....425 E. Green St.
Phone Number.....RY 1-7641, SY 2-5327
Transmitter.....924 Vista St., San Gabriel
Air Time .....Daytime
Owner.....John H. Poole
Manager.....Aubrey H. Ison
Program Director.....Allan Berg
Production.....Joe Thompson
Record Librarian.....Fred Smith
Chief Engineer.....Harvey Fritch

KXLA

PASADENA—1942

Frequency: 1110 Kc.....Power: 10,000 Watts
Owned-Operated By..Pacific Coast Bcstg. Co.
Business Address...1401 So. Oak Knoll Ave.
Phone Number.....Ryan 1-6991
Transmitter Location.....El Monti
Air Time.....24 hrs. daily
News Service .....AP
Transcription Service.....World, Associated
President-Gen. Sta. Mgr.....Loyal K. King
Pgm. Dir.....Dick Scofield
Chief Anncr.....Carl Saunders
Musical Dir.....Cliff Stone
Chief Engineer.....Jack Reader
Farm Editor.....Dr. LeRoy Smith

...Over
five million
people
listen to
one station
every week

→ KNX

Los Angeles 50,000 Watts

K W K W

PASADENA—1942

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By...Southern Calif. Bcstg. Co.
Business-Studio Address.....425 E. Green St.
Phone Number.....Ryan 1-6744
Transmitter.....932 N. Vista, San Gabriel
Air Time..... Unlimited
News Service.....UP
Transcription Service.....Capitol
Representative .....Forjoe
Membership .....NAB
President.....Marshall S. Neal
Gen.-Station-Comm. Mgr.....William J. Beaton
Sales Prom. Manager.....Lynn Johnston
Pgm. Dir., Chief Anncr.....Crowell H. Beech
Prod., Pub. Dir.....Claire Hughes
Musical Director.....Bill Garr
Chief Engineer.....Paul W. Spargo
Farm Editor.....Wes Mears

K P R L

PASO ROBLES—1946
MBS-DON LEE-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Leslie Henry Hacker
Business Studio Address...32nd & Oak Sts.
Phone Number 204
Transmitter Location.....32nd & Oak Sts.
Air Time .....Unlimited
News Service.....AP
Transcription Service.....Standard
Representative.....W. S. Grant
Owner-Gen. Mgr.....Leslie Henry Hacker
Station Mgr.....Robert S. Wilton
Commercial Mgr.....Jack B. Wasson

K E C C

PITTSBURG—1949

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By..Pittsburg Bcstg. Co., Inc.
Business Address.....235 Railroad Ave.
Phone Number 1638
Air Time .....Unlimited
News Service.....UP
Transcription Service.....World
General Mgr.....Mel D. Marshall
Commercial Mgr.....John C. McFarland
Program Mgr. .....Dean Mell
Chief Engineer.....Merlin W. Haag

K P M O

POMONA—1947

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By.....Valley Bcstg. Co.
Business-Studio Address.....1240 E. Holt St.
Phone Number.....Lycoming 2-1293
News Service .....UP
Transcription Service.....Standard, World
President, General Mgr....Dean H. Wickstrom
Comm., Prom. Mgr.....Jim Oliver
Chief Engineer.....Buck Rogers

K T I P

PORTERVILLE—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By:....J. F. Tighe Bcstg. Co.
Business Address.....Box 1312
Phone Number.....1450
Studio-Transmitter.....Newcomb & Grand
Air Time.....6 a.m.-10 p.m.
News Service.....UP
Transcription Service.....World
Representative.....Gene Grant
Membership..... NAB
President.....Jack Tighe
General Station Mgr.....Ward E. Fritch
Program Prod. Dir.....Frank Robinson Brown
Publicity Director.....Kenneth R. Clifford Jr.
Musical Director.....Jelly Sanders
Chief Engineer .....Hampton McKinney
Farm Editor .....Kenneth Clifford

K B L F

RED BLUFF—1946—NCG

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Dr. Russell G. Frey

24 HOURS A DAY
on
1300 Kc.
SPORTS
DISC JOCKEYS
MUSIC
PASADENA
PLAYHOUSE
FOREIGN LANGUAGE
PROGRAMS

K W K W
(PASADENA)
LOS ANGELES

Southern California Broadcasting Co.
FORJOE & CO.—National Reps.

Studio-Business Address.....346 Oak St.
Phone Number.....354
Transmitter Location.....E. Red Bluff
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World
Representative.....Tracy Moore
Membership.....NAB, BMB
President.....Dr. Russell G. Frey
General Mgr.....Arvo Haapanen
Commercial Mgr.....Ed Headrick
Chief Engineer.....Lane King

KVCV

REDDING—1938—MBS DON LEE

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By....Golden Empire Broadcasting Co.
Business Address.....Highway 99, South
Phone Number.....1646-7
Transmitter Location...Highway No. 99 South
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Standard, World
Representative.....Grant
President.....Hugh McClung
General Mgr.....Fred M. Stuelpnagel
Commercial Manager.....H. E. McCarty
Program Dir.....Lyle Mathys
Promotion Mgr.....Ray Hullinger
Chief Engineer.....Russell Pope

KZYZ

REDLANDS—1949

Frequency: 990 Kc.....Power: 1000 d.
Owned-Oper. By....Orange Empire Bcstg. Co.
Address.....208½ Orange St.

KPRO

RIVERSIDE—1941—BCA WESTERN

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Oper. By.....Broadcasting Corp. of America
Business Address.....P.O. Box 987
Phone Number.....Riverside 6290
Studio-Transmitter.....3401 Russell St.
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service.....World
Representative.....Lee O'Connell
President-General Mgr.....W. L. Gleeson
Vice-Pres. Charge Sales.....Gene Williams

KCRA

SACRAMENTO—1945—NBC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....KCRA, Inc.
Business Studio Address.....1010 11th St.
Phone Number.....Gilbert 2-0758
Transmitter Location.....3 mi. NW of town
Air Time.....6 a.m.-1 a.m.
News Service.....AP
Transcription Service.....World
Representative....Robert Meeker, W. S. Grant
Membership.....BMB
President-General Mgr.....Ewing C. Kelly
Station Manager.....Howard Smiley
Commercial Manager.....John Dupell
Program-Publicity Director...Howard J. Smiley
Production Director.....Fred Beckwith
Chief Engineer.....Paul E. Leake

KFBK

SACRAMENTO—1922—ABC

Frequency: 1530 Kc.....Power: 50,000 Watts
Owned-Operated By...McClatchy Bcstg. Co.
Business Studio Address.....708 Eye St.
Phone Number.....Gilbert 3-1745
Transmitter Location.....Pleasant Grove
Air Time.....Unlimited
News Service.....UP, AP
Transcription Service.....Capitol
Representative.....Paul H. Raymer
Membership.....NAB, BMB
President.....Eleanor McClatchy
Station Manager.....Keith B. Collins
Director of Sales.....Leo Ricketts
Publicity & Promotion.....Tom C. Flynn
Program Manager.....Richard S. Burdick
Traffic Manager.....Howard Evanson
Music Librarian.....Herbert Harrison
Chief Engineer.....Stam Sronce
Farm Editor.....Ray Rodgers

KROY

SACRAMENTO—1937—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Harmco, Inc.
Business-Studio Address....Hotel Sacramento
Phone Number.....Gilbert 3-2525
Transmitter Location.....3402 65th St.
Air Time.....6 a.m.-M.
News Service.....INS, UP
Transcription Service.....Associated
Representative.....Avery-Knodel
Membership.....NAB
V.P.-Mgr.....Clyde F. Coombs
Commercial Manager.....Byron H. Nelson
Ass't Mgr., Pgm. Dir.....William J. Ratcliff
Chief Engineer.....Howard Martineau
Farm Editor.....Scotty Mortland

KXOA

SACRAMENTO—1945
MBS-DON LEE

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sacramento Bcstrs., Inc.
Business Studio Address:.....1617—30th St.
Phone Number.....Hickory 9-3547
Studio-Transmitter Location...Auburn Freeway

Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Associated
Represent.....J. E. Pearson, West. Radio Adv.
President.....Lincoln Dellar
General Station Mgr.....Herb Ferguson
Program-Pub. Dir.....Martin Dean Wickett
Chief Engineer.....Ewald Berger

K S B W

SALINAS—1947—MBS-DON LEE

Frequency: 1380 Kc.....Power: 1,000 Watts
Owned-Operated By.....Salinas Bcstg. Corp.
Business Address.....P.O. Box 1651
Phone Number.....8071
Studio-Transmitter.....Laurel Dr.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Standard
Representative.....John E. Pearson
Membership.....NAB
President-Gen. Station Mgr.....John M. Hall
Asst. Mgr., Comm. Mgr.....Ken Randolph
Program Director.....Don Wells
Chief Announcer.....Ray Wilson
Chief Engineer.....J. M. Hall

K C S B

SAN BERNARDINO—1947

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Operated By..Mrs. Essie Binkley West
Studio-Bus. Transmitter Address...770 Mill St.
Phone Number.....822-45
Air Time.....Unlimited
News Service.....AP, UP
President-Gen. Mgr...Mrs. Essie Binkley West
Commercial Prom. Mgr.....Dave W. Adams
Program Director.....Chap Rollins
Chief Engineer.....Walter Bronson

K F X M

SAN BERNARDINO—1929
MBS-DON LEE

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By....Lee Bros. Bcstg. Corp.
Business-Studio Address.....512 Fifth St.
Phone Number.....4761
Transmitter Location.....S. "E" St.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....John Blair
President.....J. Clifford Lee
General Manager.....Gene W. Lee
Commercial Manager.....Don S. Cummings
Sales Prom. Mgr.--Pub. Dir.....Lowell Smith
Program Director.....Sally Stocker
Production-Musical Dir.....John Harder
Chief Announcer.....Charles G. Palmer
Chief Engineer.....George Ewing
Farm Editor.....Howard Baichly

K I T O

SAN BERNARDINO—1947—ABC

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By...San Bernardino Bcstg. Co. Inc.
Business-Studio Address.....569 Fourth St.
Phone Number.....7807
Transmitter Location..1-4 Mi. north of Base Line
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Capitol
Representative.....George P. Hollingbery
President.....Carl E. Haymond
General-Comm. Mgr.....George E. Lindman
Program Prom. Mgr.....Arnold Benum
Chief Engineer.....J. T. Bindner

K R N O

SAN BERNARDINO—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Western Empire Bcstrs., Inc.
Address.....990 Colton Ave
Phone Number.....8-2771
Air Time.....5 a.m.-M.
News Service.....AP
Transcription Service.....Standard
President, Comm., Sales, Prom. Mgr...James W. Gerrard
General Manager.....Norman H. Rogers
Station Manager.....George W. Brock
Program Director.....Robert Stone
Prod. Dir.-Chief Anncr.....Wyn Stewart
Chief Engineer.....George W. Brock

K F S D

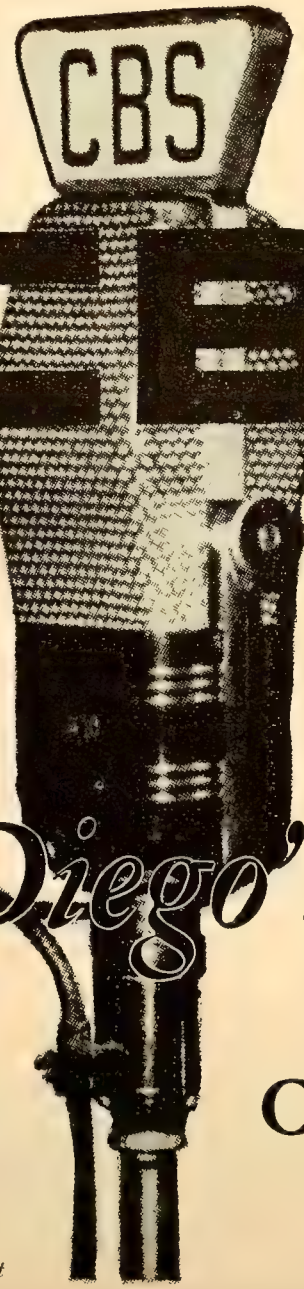
SAN DIEGO—1926—NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..Airfan Radio Corp. Ltd.
Business-Studio Address.....U. S. Grant Hotel
Phone Number.....Franklin 6353
Transmitter Location.Emerald Hills Golf Course
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Paul H. Raymer
Membership.....NAB
President.....Thomas E. Sharp
Manager.....John C. Merino
Program Director.....Tom Hotchkiss

K G B

SAN DIEGO—1927—MBS-DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Don Lee Bcstg. Syst.
Address.....1017 First Ave.
Phone Number.....Franklin 6151
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World



KCBQ



San Diego's Quality Station

in

California's Third Market

5000 WATTS

CLEAR CHANNEL

CHARLES E. SALIK, *President*

Represented Nationally By

The George P. Hollingbery Co.

GRAHAM H. MOORE, *Sales Manager*

Representative .....John Blair
Chmn. of Bd.....Lewis Allen Weiss
President.....Willet H. Brown
Station Manager.....F. D. Ide
Comm.-Sales-Prom. Mgr.....Hobby Myers
Pgm. Dir.....Jerry Lee Pecht
Chief Engineer.....William G. Collins

K C B Q

SAN DIEGO—1946—CBS

Frequency: 1170 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....Charles E. Salik
Business Studio Address.....1405 Fifth Ave.
Phone Number.....Franklin 1315
Transmitter Location...62nd & El Cajon Blvd.
Air Time.....6 a.m.-1 a.m.
News Service.....UP
Transcription .....SESAC, Standard
Representative.....George P. Hollingbery
Membership .....NAB
Pres.-Gen.-Station Mgr.....Charles E. Salik
Comm. Manager.....Graham Moore
Program Director.....Grady Edney
Musical Director.....Grant Sewall
Chief Engineer.....Charles Sherburne
Farm Editor.....Howard Keddie

K F M B

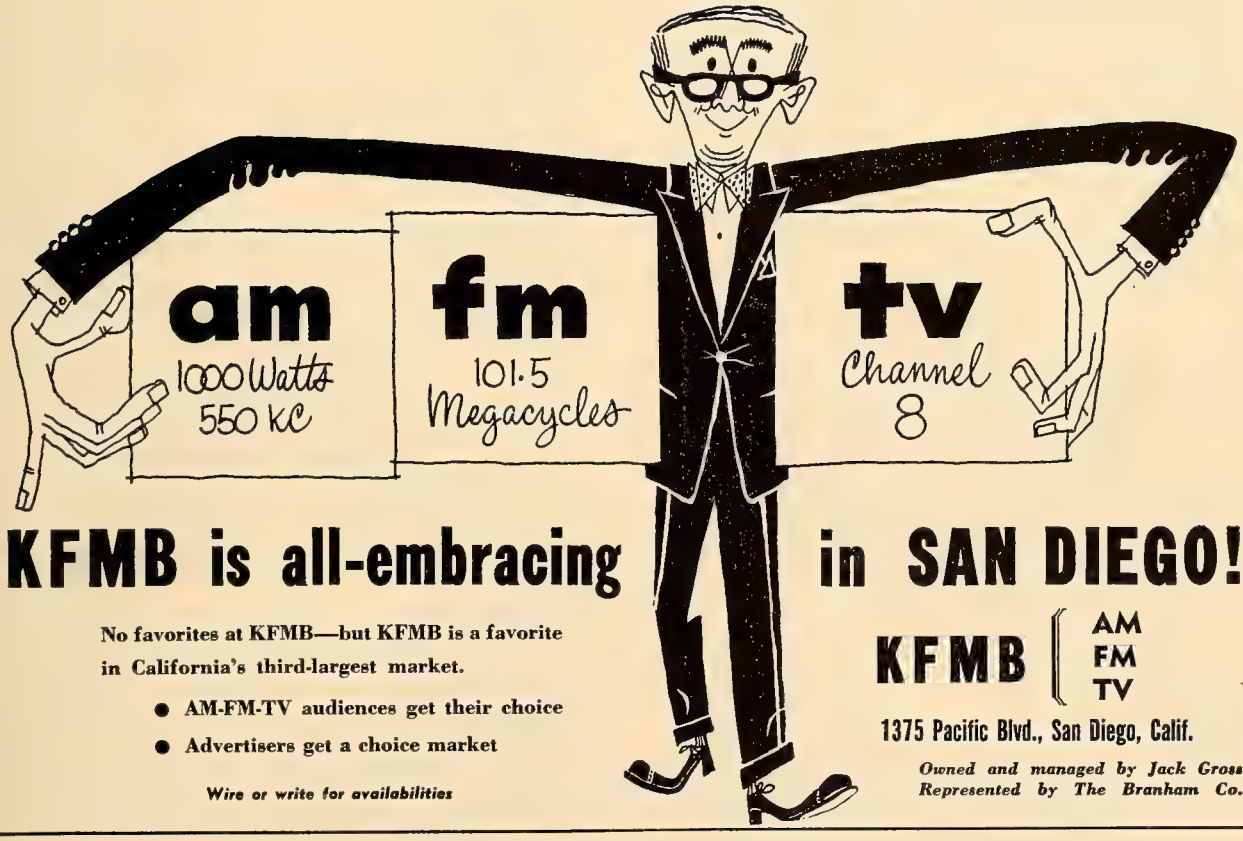
SAN DIEGO—1941—ABC

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Jack Gross Bcstg. Co.
Bus.-Studio Address.....1375 Pacific Blvd.
Phone Number.....Main 2114
Transmitter Location.....Grantville
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....World, SESAC
Representative.....The Branham Co.
Membership .....NAB
President-General Mgr.....Jack O. Gross
Commercial Manager.....William Edholm
Sales Promotion Mgr.....Miriam Schaefer
Program Dir.....John Bainbridge
Chief Engineer.....Thornton Chew

K S D O

SAN DIEGO—1947

Frequency: 1130 Kc.....Power: 5000 Watts
Owned-Operated By...San Diego Bcstg. Co.
Business Studio Address...1029 Second Ave.
Phone Number.....Main 2041
Transmitter Location.....5240 Ward Rd.
Air Time.....6 a.m.-1 a.m.
News Service.....UP, AP
Transcription Service .....Standard



KFMB is all-embracing in SAN DIEGO!

No favorites at KFMB—but KFMB is a favorite in California's third-largest market.

- AM-FM-TV audiences get their choice
- Advertisers get a choice market

Wire or write for availabilities

KFMB [AM FM TV

1375 Pacific Blvd., San Diego, Calif.

Owned and managed by Jack Gross
Represented by The Branham Co.

Representative.....Sears & Ayer
V.P.-General Manager.....Jack Heintz
Pgm. Dir.....Wilson Edwards
Chief Engineer.....Vern Milton

KSON

SAN DIEGO—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Studebaker Bcstg. Co.
Business Studio Address.....630 F St.
Phone Number.....Franklin 5175
Transmitter Location....Rigel & Dalbergia Sts.
Air Time.....24 hrs.
News Service .....AP
Transcription Service.....SESAC, Standard
Representative .....Forjoe
Membership .....FMA
President.....Dr. John Ward Studebaker
Gen.-Sta. Mgr.....Fred Rabell
Comm.-Sales Mgr.-Pgm. Dir...Dorothy Johnson
Production Director.....Gordon Studebaker
Musical Director.....Henry Lewy
Chief Engineer.....Bill Tomberlin
Farm Editor.....Gordon Studebaker
Engineer .....Jay Tapp

KGIL

SAN FERNANDO—1947

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By....San Fernando Valley Bcstg. Co.
Business Address.....4919 Van Nuys Blvd.
Phone Number....State 4-6291; Stanley 7-3467
Studio Addresses..4919 Van Nuys Blvd., Sherman Oaks; 14808 Lassen St., San Fernando
Transmitter Location.....14808 Lassen St.
Air Time..... 6a.m.-2 a.m.
News Service .....UP
Pres., General Mgr.....F. J. Smalley, Jr.
Commercial Manager.....Howard P. Grey
Program Director..... Allan W. McKee
Chief Engineer.....Cal Frisk

KFRC

SAN FRANCISCO—1924
MBS-DON LEE

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By...Don Lee Bcstg. System
Business-Studio Address..1000 Van Ness Ave.
Phone Number.....Prospect 5-0111
Transmitter Location.....1000 Van Ness Ave.
Air Time.....Unlimited
News Service.....AP, INS
Transcription Service World
Representative.....John Blair
Membership .....NAB
V.P.-Gen. Sta. Mgr.....William D. Pabst
Commercial Manager.....Merwyn L. McCabe
Sales Prom. Mgr.-Pub. Dir.....Dink Templeton
Program Dir.-Prod. Mgr.....Mel Venter
Chief Announcer.....Lewis Pfeifer
Musical Director.....Lyle Bardo
Chief Engineer.....E. G. Underwood

KGO

SAN FRANCISCO—1924—ABC

Frequency: 810 Kc Power: 50,000 Watts
Owned-Operated By.....American Bcstg. Co.
Business Address.....155 Montgomery St.
Phone Number.....Exbrook 2-6544
Studio Address.....Taylor & O'Farrell Sts.
Transmitter Location.....Near Newark, Calif.
Air Time.....6 a.m.-M.
News Service.....AP, INS, UP
Transcription Service.....Standard, Capitol
Representative.....ABC Spot Sales
Membership.....NAB, BMB
President.....Mark Woods
General-Station Manager.....Gayle V. Grubb
Commercial Manager.....Vincent Francis
Sales Promotion-Pub. Dir.....Maury Baker
Program Director.....Bloyce Wright
Chief Announcer.....John Galbraith
Musical Director..... Phil Bovero
Chief Engineer.....A. E. Evans

KJBS

SAN FRANCISCO—1924

Frequency: 1100 Kc.....Power: 1000 Watts d
Owned-Operated By.....KJBS Bcstrs.
Business Studio Address.....1470 Pine St.
Phone Number.....Ordway 3-4148
Transmitter Location.....1470 Pine St.
Air Time.....5 a.m.-Local Sunset
News Service.....AP, INS
Transcription Service...Standard, MacGregor, Lang-Worth, Associated
Representative .....Headley-Reed
Membership .....NAB
Gen. Mgr.-Sta. Mgr.....Edwin P. Franklin
Commercial Mgr.-Sales Promotion Mgr...Stanley G. Breyer
Pgm. Dir.-Prod.-Pub. Mgr...Charles F. Pendleton

KNBC

SAN FRANCISCO—1922—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Operated By.....National Bcstg. Co.
Bus. Studio Address...Taylor & O'Farrell Sts.
Phone Number.....GRaystone 4-8700
Transmitter Location .....Belmont
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service....Thesaurus, Standard
Representative.....NBC Spot Sales
Membership .....NAB, BMB
President (NBC).....Joseph H. McConnell
General-Station Manager.....John W. Elwood
Sales Manager.....Alfred W. Crapsey
Sales Promotion Manager..Miss Ethel Gilchrist

Program Director.....Paul Speegle
Publicity Director.....John Thompson
Musical Director.....Tony Freeman
Chief Engineer.....Curtis Peck
Farm Editor.....Henry Schacht

KSAN

SAN FRANCISCO—1922

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Golden Gate Bcstg. Corp.
Business Studio Address.....1355 Market St.
Phone Number.....Market 1-8171
Transmitter Location.....1355 Market St.
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....William G. Rambeau
Membership.....NAB
President.....S. H. Patterson
Gen.-Sta.-Comm. Mgr.....Lee C. Mikesell
Pgm. Prod. Dir.-Sales. Prom. Mgr.....Clint Sherwood
Chief Announcer.....Bob Franklin
Chief Engineer.....Norwood Patterson

KSFO

SAN FRANCISCO—1925

Frequency: 560 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By..The Associated Bcstrs., Inc.
Business Studio Address..Mark Hopkins Hotel
Phone Number.....EXbrook 2-4567
Transmitter Location....Islias Creek, Pier 92
Air Time.....6:15 a.m.-12:15 a.m.
News Service.....INS, UP
Transcription Service...Standard; Associated
Representative.....The Bolling Co.
Membership.....NAB
President.....Wesley I. Dumm
V.P.-Gen. Mgr.....Philip G. Lasky
Commercial Mgr.....John G. Campbell
Sales Promotion Mgr.....Kay Mulbihill
Program Dir.....Robert Hansen
Dir. of Engineering.....A. E. Towne
Farm Editor.....Herb Kennedy

KYA

SAN FRANCISCO—1926

Frequency: 1260 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By..Palo Alto Radio Station, Inc.
Business Studio Address.....Fairmont Hotel
Phone Number.....DOuglas 2-2536
Transmitter Location.....Candlestick Pt.
Air Time.....5:30 a.m.-M.
News Service.....UP
Representative.....Adam J. Young, Jr.
Membership.....NAB, BMB
President.....Dorothy Schiff
General Mgr.....Don Fedderson
Sta.-Comm. Mgr.-Pgm. Dir.....J. G. Paltridge
Publicity Director.....Webb Witmer
Chief Announcer.....Vern Wilson
Musical Director.....Dorothy Throndsen
Chief Engineer.....Paul C. Schulz

KSGN

SANGER—1947—CALIF.

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Sanger Co.
Business Studio Address.....P. O. Box 338
Phone Number.....Sanger 490
Transmitter.....4½ Mi. NE of Sanger
Air Time.....Daytime
News Service.....UP
Transcription Service.....World, Capitol
Representative.....Tracy Moore
Membership.....NAB
Gen. Station-Com. Mgr.....Bob Rogers
Pgm. Dir.-Chief Announcer.....D. Whitney
Chief Engineer.....Julian J. Nielsen
Farm Editor.....Jack Hall

KCBS

SAN JOSE—1912—CBS

Frequency: 740 Kc.....Power: 5,000 Watts
Owned-Operated By.....CBS, Inc. of Calif.
Business-Studio Address.....Palace Hotel
Phone Number.....Yukon 2-7000
Transmitter Location.....Alviso, Calif.
Air Time.....5:50 a.m.-M.
News Service.....AP, UP
Transcription Service.....Standard
Representative.....Radio Sales, Inc.
Membership.....NAB, BMB
President (CBS).....Frank Stanton
Vice-Pres.-Gen. Mgr.....Arthur Hull Hayes
Comm.-Sales Prom. Mgr.....Jules Dundes
Program Dir.....Fred Ruegg
Publicity Dir.....Grant Holcomb
Chief Announcer.....Deane Stewart
Musical Dir.....Raymond Hackett
Chief Engineer.....Alan Cormack
Farm Editor.....Bert Buzzini

KEEN

SAN JOSE—1947

Frequency 1370 Kc.....Power 1000 Watts
Owned-Operated By.....United Bcstg. Co.
Business Studio Address.....Hotel De Anza
Phone Number.....Cypress 4-0344
Transmitter.....Wayne Ave. & Oakland Hgy.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Associated
Representative.....W. S. Grant
Membership.....NAB
President.....George M. Mardikian
Genl. Mgr.....Floyd Farr
Program Dir.....George Snell

Publicity Dir.....Dave Faust
Sales-Prom. Mgr.....Keith Scovil
Chief Announcer.....Gordon Vallendighan
Chief Engineer.....Lee Johnston
Farm Editor.....Gene Vennum

KLOK

SAN JOSE—1946

Frequency: 1170 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Valley Bcstg Co.
Business Address.....40 W. San Antonio St.
Phone Number.....Cypress 3-3445
Studio Address.....Rt. 3, Box 323A
Transmitter Location.....King Rd. at Aborn
Air Time.....Local Sunrise-Local Sunset
News Service.....AP
Representative.....Gene Grant
Membership.....NAB, BMB
President-Gen. Mgr.....E. L. Barker
Commercial Mgr.....Richard E. Ryan
Program Director.....Ruth Poindexter
Chief Engineer.....Bill Cunningham

KSJO

SAN JOSE—1946

Frequency: 1590 Kc....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By...Santa Clara Bcstg. Co.
Business Address.....P. O. Box 995
Phone Number.....Cypress 3-8030
Transmitter-Studio Loc.....Story and Lucretia
Air Time.....6:15 a.m.-2 a.m.
News Service.....UP
Transcription Service.....World
Representative.....Forjoe Moore
President.....Patrick H. Peabody
Gen.-Station-Comm. Mgr....Charles F. Mallory
Pgm.-Prod. Pub. Dir.....Norman Paul
Chief Engineer.....Wesley I. Shellhammer

KXRX

SAN JOSE—1948

Frequency: 1500 Kc.....Power: 1000 Watts
Owned-Operated By.....San Jose Bcstg. Co.
Address.....Box 167
Phone Number.....Cypress 2-5080
Studio-Transmitter.....Bayshore Hiway
Air Time.....24 hrs.
News Service.....UP
Transcription Service.....Associated
Representative.....Western Radio Sales
Membership.....NAB
President-Gen. Mgr.....Joe E. Levitt
Commercial Mgr.....Gordon Graham
Program Director.....Glenn Hill
Chief Announcer.....Jack Lund
Musical Director.....Margaret Ring
Chief Engineer.....Frank Glass

KMNS

SAN LUIS OBISPO—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Pacific Bcstg. Co.
Business-Studio Address.....1130 Garden St.
Phone Number.....3171
Transmitter Location.....500 Price St.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World
Station Representative.....Tracy Moore
General Manager.....Marc C. Spinelli
Station Manager.....Esther Wright
Program Director.....Harriette Dunbar
Chief Announcer.....Kenneth Erhardt
Chief Engineer.....Rodney Meyers

KVEC

SAN LUIS OBISPO—1937
MBS-DON LEE-KBS

Frequency: 920 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By...The Valley Electric Co.
Business Address.....851 Higuera St.
Phone Number.....1100-1
Studio Address.....Mount View & Hill Sts.
Transmitter Location.....1½ mi. N. of City On Roosevelt Hiway
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Standard
Representative.....W. S. Grant
Membership.....NAB
President-Owner.....Christina M. Jacobson
Gen., Station Mgr.....Les Hacker
Commercial Mgr.....Joe Shuttleworth
Sales Prom. Mgr.-Prod. Dir.....William Hobbs
Pgm.-Pub. Dir.....Karl Brindle
Chief Announcer.....Ted Warner
Chief Engineer.....Dale Schwartz
Farm Editor.....Al Schwartz

KSMO

SAN MATEO—1947

Frequency: 1550 Kc.....Power: 1000 Watts
Owned-Operated By....Amphlett Printing Co.
Business-Studio Address.....811 "B" St.
Phone Number.....Di. 4-2594
Transmitter Location.....Belmont
Air Time.....6:30 a.m.-M.
News Service.....AP, UP
Representative.....Grant
Membership.....NAB
President.....J. Hart Clinton
Gen.-Sta.-Comm. Mgr.....George Arnold
Program Director.....Bill Delmar
Chief Engineer.....H. Neil Black

KVSM

SAN MATEO—1946

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By....San Mateo County Bcstrs.
Business Studio Address...279 Baldwin Ave.
Phone Number.....Diamond 4-2541
Transmitter Location..Third Ave. at Seal Creek
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....World
Representative....Donald Cooke, Gene Grant
President.....Hugh H. Smith, Jr.
Gen. Mgr.....Charles E. Morin
Chief Announcer.....John Egan
Chief Engineer.....Merwyn F. Planting

KTIM

SAN RAFAEL—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
Owned-Operated By...Marin Bcstg. Co., Inc.
Business Address.....1117 Fifth St.
Phone Number.....San Rafael 1510
Studios....1117 Fifth St.; Hotel Don, Richmond
Transmitter Location....College Ave., Kentfield
Air Time.....Local sunrise-local sunset
News Service .....AP
President.....Roy A. Brown
Gen.-Station Mgr.....Hugh E. Turner
Comm., Sales Prom. Mgr.....Clifford A. Trotter
Program Director.....Pete Miller
Chief Ann.....Gene De Alessi
Chief Engineer.....Melvin H. Murphy

KVOE

SANTA ANA—1926—MBS-DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By..The Voice of the Orange Empire, Inc., Ltd.
Business Address.....105 E. 5th St.
Phone Number.....Kimberly 2-7191
Studio Transmitter....12531 E. Willowwick Dr.
Air Time.....Unlimited
News Service .....UP
Transcription Service...Standard, MacGregor
Representative.....Western Radio Sales
Membership.....NAB, BMB
President, Gen. Mgr.....Ernest L. Spencer
Station-Comm. Mgr.....Donner P. Spencer
Sales Prom. Mgr.-Pub. Dir.....W. J. Burrud
Prgm. Dir.....Wallace S. Wiggins
Prod. Dir.-Chief Ann.....Jerry De Haan
Chief Engineer.....Stanley G. Guenther

KDB

SANTA BARBARA—1921
MBS-DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Don Lee Bcstg. System
Business-Studio-Transmitter .....Radio Square
Phone Number 4131
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....John Blair
Pres.-Gen. Mgr.....Willet H. Brown
Station Manager.....Edward K. Kemble
Comm. Manager.....James S. Blomfield
Prog. Dir., Farm Editor.....Donald C. Roberts
Prod. Dir.....Richard Collins
Chief Announcer.....George Humphrey
Chief Engineer.....Forrest T. Choate

KIST

SANTA BARBARA—1946—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio KIST, Inc.
Business-Studio Address.....Balboa Bldg.
Phone Number 3981
Transmitter Location.....735 State St.
Air Time.....6 a.m.-12:15 a.m.
News Service .....UP
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President.....Harry C. Butcher
Gen.-Sta.-Comm. Mgr.....Fin Hollinger
Sales Promotion Mgr.....Michael J. McKeogh
Prog.-Pub. Director.....Mary Ann Casey
Prod. Dir.....Al Staas
Chief Engineer.....Stan Saueressig

KTMS

SANTA BARBARA—1937—ABC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By....New-Press Publishing Co.
Business-Studio Address..de la Guerra Plaza
Phone Number 3925
Transmitter Location .....Goleta
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
Membership .....NAB
President.....Thomas M. Storke
Vice-President.....Charles A. Storke
Station Mgr.....Kenneth E. Peters
Comm. Mgr.....William Simpson
Prog. Dir.-Chief Anncr.....Ted Scott
Publicity Director.....John Willis
Chief Engineer.....Albert A. Nicolay

KDON

SANTA CRUZ—1935

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Central Coast Counties Radio, Inc.
Bus. Add.....P.O. Box 951, Monterey, Calif.
Phone Numbers.....Monterey 8501; Salinas 6451; Santa Cruz 5140

WHY IS AP THE BEST?

BECAUSE—AP members, the greatest body of news collectors in the world today, provide their news to their AP.

CALIFORNIA AP RADIO ASSOCIATION

Chairman: Lewis Allen Weiss—Chairman of the Board, Don Lee Mutual Broadcasting System, Hollywood

Vice-Chairman: Grant Holcomb, Jr.—KQW-CBS, San Francisco

Directors: Glenn Shaw—KLX, Oakland
Beverly Ballard—KUBA, Yuba City

Studio Address.....1407 Pacific Ave.
Transmitter Location.....Palm Beach
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Serv....World, Associated, Cole
Representative.....W. S. Grant Co.
Membership .....NAB-BMB
President .....Paul Caswell
Gen.-Sta.-Comm. Mgr.....Reed Pollack
Pgm.-Prod.-Publ. Dir.....Orel Phillips
Chief Engineer.....Omer Wright
Farm Editor.....Orel Phillips

KSCO

SANTA CRUZ—1947

Frequency: 1080 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Radio Santa Cruz
Business Address.....P. O. Box 1080
Phone Number 1080
Studio-Transmitter Address..Capitola Drive & Corcoran Lagoon
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Standard, Thesaurus
Membership .....NAB
Mng. Part.-Gen. Mgr.-Chief Engr. Charles Vernon Berlin

KCOY

SANTA MARIA—1947
ABC-TRI-COUNTY

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...News-Press Publishing Co.
Business-Studio Address.....114 W. Cook St.
Phone Number 104
Transmitter Location.....N. Blosser Rd.
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
Chief Executives.....Thomas M. Storke, Charles A. Storke
General Mgr.....J. W. Benes
Program Director.....A. J. Hapgood
Chief Engineer.....Leroy O'Laughlin

KSMA

SANTA MARIA—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Coast Bcstg. Co.
Business-Studio Add.....510 W. Morrison St.
Phone Number 43
Transmitter Location.....510 W. Morrison St.
Air Time.....6:30 a.m.-11 p.m.
News Service.....AP, UP
Transcription Service .....World
Representative.....Fee F. O'Connell
Membership .....NAB
President, Owner.....John H. Poole
General Manager.....Laurence W. Harry

KSPA

SANTA PAULA—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Ventura County Radio Center, Inc.
Business-Studio Address....112 N. Middle Rd.
Phone Number 940
Transmitter.....112 N. Middle Rd.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
President-Gen. Mgr.....Neal Van Sooy
Station Manager.....Bob Reel
Commercial Manager.....Don Seymour
Musical Director.....John Smith
Chief Engineer.....Homer Parker
Chief Anncr.-Farm Editor.....Roy Sadlier

KSRO

SANTA ROSA—1937

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By.....Ruth W. Finley
Bus.-Studio Address.....425 Mendocino Ave.
Phone Number 110
Transmitter Location.....Finley Ave.
Air Time.....6:30 a.m.11 p.m.
News Service.....AP, UP
Transcription Service .....Standard
Representative.....W. S. Grant
Membership .....NAB
General-Station Manager.....Charles P. Scott
Commercial Manager.....Lee Flemming
Sales Prom. Mgr., Pub. Dir...William Lambert
Program Director.....Russ Siner
Chief Announcer.....Vic Rugh
Chief Engineer.....Vern Hassett
Farm Editor.....Sheridan Baker

KROG

SONORA—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Mother Lode Bcstg. Co.
Business Address.....Sonora
Phone Number.....426
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Standard, SESAC
Owner-General Mgr.....Ianthe Densmore
Program Director.....Neal Edmondson
Chief Engineer.....Casper Tressl

KGDM

STOCKTON—1926—CBS

Frequency: 1140 Kc.....Power: 5000 Watts
Owned-Operated By.....E. F. Peffer
Business-Studio Address....519 E. Market St.
Phone Number 4-4551
Transmitter Location...Highway 99, 3 mi. from Stockton

Air Time....6 a.m.-M.
News Service....INS
Transcription Service....World
Representative....John Blair
President-Gen. Mgr....E. F. Peffer
Station-Commercial Mgr....E. Smith
Program Director....V. Swan
Publicity Director....E. Flower
Program Director....V. Swan
Chief Engineer....Bey Greene
Chief Announcer....Bill Hill
Farm Editor....Bell Lange

KSTN

STOCKTON—1949

Frequency: 1420 Kc....Power: 1000 Watts
Owned-Operated By....San Joaquin Bcstg. Co.
Business Address....Hotel Clark
Phone Number....4-4689
Air Time....Unlimited
News Service....UP
Representative....Hollingbery
President....Knox LaRue
General Manager....D. M. Greene
Program Director....Walter Lind
Chief Engineer....Ken Hollingsworth

KWG

STOCKTON—1921—ABC

Frequency: 1230 Kc....Power: 250 Watts
Owned-Operated By...McClatchy Bcstg. Co.
Bus.-Studio Address....612 E. Market St.
Phone Number....5-5728
Transmitter Location....Weber and E Sts.
Air Time....Unlimited
News Service....AP, UP
Transcription Service....Capitol
Representative....Paul H. Raymer
Membership....NAB, BMB
President....Eleanor McClatchy
Station Manager....Howard L. Bailey
Program Manager....James E. Longe
Traffic Manager....Marian V. Hough
Chief Technician....Frank Nesmith
Farm Editor....John Mackenzie

KXOB

STOCKTON—1947—MBS-DON LEE

Frequency: 1280 Kc....Power: 1000 Watts
Owned-Operated By....Valley Bcstg. Co.
Business-Studio Address....2013 Pacific Ave.
Phone Number....5-5896
Transmitter Location....Beyer Lane
Air Time....Unlimited
News Service....UP
Transcription Service....Associated
Representative....John E. Pearson, Western Radio Adv.
Membership....BMB
President....Lincoln Dellar
General Manager....Herb Ferguson
Station Manager....Keith Pinion
Program Director....Earle Russell
Chief Engineer....Walt Berger

KSUE

SUSANVILLE—1948

Frequency: 1240 Kc....Power: 250 Watts
Owned-Oper. By....Nolan Hallowell, James E. McKahan
Business-Studio-Transmitter Address....Chestnut & Weatherlow Sts.
Phone Number....354-B
Air Time....7 a.m.-10 p.m.
News Service....UP
Transcription Service....World
Representative....Donald Cooke, Tracy Moore
Membership....NAB
Sta.-Sales Prom. Mgr.-Pub. Dir..Wm. B. Murphy
Commercial Manager....Zeke White
Prog. Dir., Farm Editor...Wayne Thornton, Jr.
Chief Engineer....Harold C. Houston

KTKR

TAFT—1948

Frequency: 1310 Kc....Power: 500 Watts d.
Owned-Operated By....Taft Bcstg. Co.
Business Address....P.O. Box "WW"
Phone Number....S-3101
Studio-Transmitter Address....1 mi. W. of Taft
Air Time....Local Sunrise—local Sunset
News Service....UP
Transcription Service....World
Representative....O'Connell
Membership....NAB
Pres.-Gen. Mgr.-Pgm. Dir.-....Kenneth Aitken
Commercial Manager....George Flansberg
Chief Engineer....Jim Welch

KCOK

TULARE—1945—MBS-DON LEE

Frequency: 1270 Kc....Power: 1000 Watts
Owned-Operated By....Herman Anderson
Business Address....P. O. Box 119
Phone Number....6-2866-7
Studio-Transmitter Location....Mooney Blvd.
Air Time....5 a.m.-M.
News Service....UP
Representative....John E. Pearson, Western Radio Sales
Membership....NAB, BMB
President....Herman Anderson
General Sta. Mgr....Sheldon Anderson
Commercial Manager....R. A. Wegener
Sales-Prom. Mgr.-Pgm. Dir-Prod. Dir....Paul Salvo
Publicity Director....Dan Corrigan
Chief Anncr.-Musical Dir....Bob Lee
Chief Engineer....James Morrison
Farm Editor....Dick Martin

KTUR

TURLOCK—1949

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Turlock Bcstg. Corp.
Business Address.....P. O. Box 526
Phone Number.....4-3430
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....O'Connell
President.....W. N. Lindskoog
General Commercial Mgr.....H. A. McMillen
Program Director.....Rusty Simmons
Chief Engineer.....Maxon B. Sayre

KGYW

VALLEJO—1947

Frequency: 1190 Kc.....Power: 250 Watts d.
Owned-Operated By.....California-Nevada Bcstg. Co.
Business-Studio Address....3267 Sonoma Blvd.
Phone Number.....3-5667
Transmitter Location.....3267 Sonoma Blvd.
Air Time.....Local sun-ise-local sunset
News Service.....UP
Representative.....Tracy Moore
General Manager.....David McKay
Station-Commercial Mgr.....Ralph Stillings
Program Director.....Victor Paulsen
Chief Announcer.....William Hillman
Chief Engineer.....William Roberts

KVEN

VENTURA—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Coast Ventura Co.
Address.....P. O. Box 1611
Phone Number.....Miller 3-8675
Studio-Transmitter Location.....San Pedro & Allesandro Sts.
News Service.....UP
Transcription Service.....Capitol
Air Time.....5:30 a.m.-M.
Representative.....Western Radio Adv.
President.....Dr. Charles Stuart
General Manager.....Mort Werner
Station Mgr.-Pgm. Dir.....Dana Marble
Commercial Manager.....Harry Engel
Publicity Director.....Margert Marble
Musical Director.....Donald Brown
Chief Engineer.....Dick Stanton
Farm Editor.....Jack Powell

KVEN
VENTURA
The best buy in the richest agricultural county in California
1450 DIAL 1450
KVEN
VENTURA CALIFORNIA

KVVC

VENTURA—1947—KBS

Frequency: 1590 Kc.....Power 1000 Watts
Owned-Oper. By....Voice of Ventura County
Business Address.....P.O. Box 1411
Phone Number.....6185; Oxnard 6-5254
Studio Address.....Colonial House
Oxnard; Mills Rd. near Telegraph Road
Transmitter Location
Mills Rd. near Telegraph Rd. E. of Ventura
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Standard
Representative.....W. S. Grant
President.....Wm. H. Haupt
Sta.-Comm.-Sales Prom. Mgr.....Larry S. Nicholson
Pgm.-Prod.-Pub. Dir.....Ed Rock
Chief Engineer.....Charles Farmer

KKIN

VISALIA—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KKIN, Inc.
Business Address.....P. O. Box 1589
Phone Number.....4-5811
Studio Address.....Hotel Johnson
Transmitter Location.....McWilliams Lane
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Transcription Service.....Standard
Representative.....Forjoe
Pres.-Gen. Mgr.-Farm Editor...Lyman Treaster
Comm.-Sales Prom. Mgr.....Albert Blain
Pgm-Prod. Dir.....George Lindsay
Chief Announcer.....Ted Keneesey
Chief Engineer.....Lyman Treaster

KHUB

WATSONVILLE—1936

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Sen. Luther E. Gibson
Business Address.....P. O. Box 349
Phone Number.....1700
Studio-Transmitter Location.....Atkinson Lane
Air Time.....7:00-11 p.m.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....W. S. Grant
Membership.....NAB
President.....Luther E. Gibson
Gen.-Sta. Mgr.-Pgm. Dir.....George Grayson
Commercial-Sales Prom. Mgr....Tony Bernhard
Musical Director.....Richard Schmale
Chief Engineer.....Ferrell Buckley

KSYC

YREKA—1947—CNG

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Siskiyou County Bcstg. Co., Inc.
Address.....Lawrence Lane & S. Oregon St.
Phone Number.....624
Air Time.....7 a.m.-10 p.m.
News Service.....AP
Transcription Service.....World
Representative.....Tracy Moore
Membership.....NAB, BMB
President.....E. G. Millbourn
General Manager.....Holt C. Wardrip
Sta.-Comm.-Sales-Prom. Mgr..Jack R. Wagner
Program Dir.-Chief Announcer..Jack Matranga
Musical Director.....Dale Scott
Chief Engineer.....Bill Maginnis

KUBA

YUBA CITY—1947
CALIF. NET

Frequency: 1600 Kc....Power: 1000 d.; 500 n.
Owned-Operated By..Peach Bowl Bcstrs., Inc.
Business-Studio Address.....P. O. Box 309
Phone Number.....3-7309
Transmitter Location..Sanborn Rd., Sutter Co.
Air Time.....6:30 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Standard, Capitol
Representative....Irene Griffith, Friendenberg
President-Gen. Mgr.....Chester V. Ullom
Station-Commercial Mgr....Clyde L. Goodnight
Sales-Prom. Mgr.--Pub. Dir.....David T. Harris
Program-Production Dir.....John J. Rolih
Chief Announcer.....Bob Johnson
Chief Engineer.....Roy Swanson
Farm Editor.....David T. Harris

HELP



THE RED CROSS

COLORADO

Estimated Population 1,215,000—Increase +8.2%—Radio Homes—367,000
Radio Families 370,000—Stations in State 31

KGIW

ALAMOSA—1929—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....E. L. Allen
Business Address.....P. O. Box 179
Phone Number 26
Studio-Transmitter Address..East of Alamosa
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Transcription Service.....Keystone, SESAC
President-General Mgr.....E. L. Allen
Sta.-Comm. Mgr.-Pgm. Dir.....Lloyd Allen
Sales Prom. Mgr.-Farm Ed.....Charles Dynes
Chief Engineer.....Bob Paige

KBOL

BOULDER—1946—COLUMBINE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Boulder Radio KBOL, Inc.
Business-Studio Address.....1617 Pearl St.
Phone Number 1490
Transmitter Location.....E. Pearl St.
Air Time.....7 a.m.-M.
News Service .....AP
Transcription Service...Standard, Lang-Worth
Membership .....NAB
President .....Herb Hollister
General-Station Mgr.....Russel Shaffer
Comm. Mgr.....Ken James
Pgm. Dir., Chief Anncr.....Ed Hinkle
Chief Engineer.....Blair Dobbins

KRLN

CANON CITY—1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Royal Gorge Bcstrs., Inc.
Business-Studio Address....1615 Central Ave.
Phone Number 1100
Transmitter Location....1615 Central Avenue
Air Time.....7 a.m.-7 p.m.
News Service .....UP
Transcription Service.....Keystone, Cole
Pres.-Gen. Sta. Mgr.....Ray M. Beckner
Program Director.....G. C. Underhill
Chief Announcer.....Dick Painter
Chief Engineer.....O. J. Birdsong

KRDO

COLORADO SPRINGS—1947
COLUMBINE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Pikes Peak Bcstg. Co.
Business-Studio Address.....Alta Vista Hotel
Phone Number.....Main 1125
Transmitter Location.....Alta Vista Hotel
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service..Standard, Lang-Worth, Cole
Membership .....NAB
Pres., Gen.-Comm. Mgr.....Joseph H. Rohrer
Commercial Manager.....Harry Hoth
Prog., Musical Dir.....Jean Gitz
Production Director.....Robert Fitzmorris
Chief Announcer.....Jay Cook
Chief Engineer.....Robert Fitzmorris

KVOR

COLORADO SPRINGS—1923—CBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By....Voice of the Rockies, Inc.
Business-Studio Address....800 Exchange National Bank Bldg.
Phone Number.....Main 278
Transmitter Location.....2803 E. Platte Ave.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World
Membership .....NAB
President-Gen. Mgr.....James O. Russell
Station Manager.....Everett Shupe
Sales-Prom.-Pub. Dir.....Jack O'Brien
Program Director.....Morrison Parker
Prod. Dir.-Chief Ann.....Cecil Seavey
Music Dir.....Mary Alice Pentland
Chief Engineer.....Cozine Strang
Farm Editor.....Ralph Conner

KRAI

CRAIG—1948—COLUMBINE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.No. Western Colo. Bcstg. Co.
Business Address .....Box 1027
Phone Number 707-8
Air Time.....6:30 a.m.-10 p.m.
News Service .....UP
Studio-Transmitter .....Meeker Road
President.....G. N. Winder
Gen.-Sta. Mgr.....Richard A. Miner
Commercial Manager.....Richard S. Fox
Sales Promotion Manager...Richard A. Miner
Pgm.-Prod. Dir.....S. C. Wood
Chief Engineer.....S. K. Stuart
Farm Editor.....Clay Wood

KLZ

DENVER—1922—CBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.Aladdin Radio & TV, Inc.

Business-Studio Address..Shirley-Savoy Hotel
Phone Number.....MAin 4271
Transmitter Location.....Englewood, Colo.
Air Time.....6 a.m.-M.
News Service.....AP, INS
Transcription Service .....Standard
Representative .....Katz
Membership .....NAB, BMB
President.....Harry E. Huffman
Gen. Manager.....Hugh B. Terry
Commercial Manager.....R. Main Morris
Sales Prom. Mgr.-Pub Dir.....John Connors
Program Director.....Charles C. Roberts
Musical Director.....Arthur Gow
Chief Engineer.....Harvey E. Wehrman
Farm Editor.....Lowell Watts

KFEL

DENVER—1923—MBS

Frequency: 950 Kc.....Power: 5,000 Watts
Owned-Operated By..Eugene P. O'Fallon, Inc.
Business-Studio Address.....Albany Hotel
Phone Number.....ALpine 4681
Transmitter Location.....5350 W. 20th St.
Air Time.....24 hrs.
News Service .....INS
Transcription Service..Associated, Cole, SESAC
Representative .....John Blair
General Manager.....Gene O'Fallon
Managing Director.....Frank Bishop
Commercial Mgr.....W. H. Conklin
Program Dir.....Dale Morgan
Musical Director.....Jeanette Norquist
Chief Announcer.....Ronald J. McCoy
Farm Editor.....Gus Swanson
Chief Engineer.....T. G. Morrissey

KMYR

DENVER—1940—COLUMBINE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KMYR Bcstg. Co.
Business-Studio Address.....1626 Stout St.
Phone Number.....MAin 4161
Transmitter Location.....1626 Stout Street
Air Time.....6 a.m.-1:30 a.m.
News Service.....AP, UP
Transcription Service .....World
Representative.....William G. Rambeau
Membership .....NAB
President.....F. W. Meyer
Gen.-Sta. Mgr.....A. G. Meyer
Comm.-Sales-Prom. Mgr.....Edwin E. Koepke

AJAX • AMERICAN CHICLE • AMERICAN HOME FOODS • ARIZONA CANNING • ARRID • BEEMAN'S • BEST FOODS • BIRDS-EYE • BLONDEX • BLUE BONNET MARGARINE • BROWN & WILLIAMSON • CART • CARTER PRODUCTS • CHEVROLET • CINCH MIXES • CROSLEY-SHELVADOR • CURTIS PUBLISHING • COLGATE-PALMOLIVE-PEET • DENTYNE • ESKIMO PIE • FORD • DUFF'S MIX • GARRETT WINES • FOUR-WAY COLD TABLETS • GENERAL FOODS • GENERAL MILLS CAKE MIXES • HOLIDAY • KOOLS • LEVER BROS. • LIPTON TEA • MUSTEROLE • NATIONAL BISCUIT • NUTRENA • PERTUSSIN • POLL PARROT SHOES • POPSICLES • RAINDROPS • RALEIGHS • REDDI-WIP • ROBERT HALL CLOTHES • SATURDAY EVENING POST • ROYAL DESSERTS • SHINOLA • STANDARD BRANDS • SURF • SUN VISTA • SWIFT ICE CREAM • TENDERLEAF TEA • VANTA SHAMPOO • VICK CHEMICAL • BROWN & WILLIAMSON • BEST FOODS • BIRDS-EYE • BLUE BONNET MARGARINE • AJAX • AMERICAN CHICLE • AMERICAN HOME FOODS • ARIZONA CANNING • ARRID • COLGATE-PALMOLIVE-PEET • CROSLEY-SHELVADOR • CURTIS PUBLISHING • CHEVROLET • CINCH MIXES • DUFF'S MIX • DENTYNE • ESKIMO PIE • FORD • FOUR-WAY COLD TABLETS • GARRETT WINES • GENERAL FOODS • GENERAL MILLS CAKE MIXES • KOOLS • LEVER BROS. • LIPTON TEA • MUSTEROLE • NATIONAL BISCUIT • NUTRENA • PERTUSSIN • POLL PARROT SHOES • POPSICLES • RAINDROPS • RALEIGHS • REDDI-WIP • ROBERT HALL CLOTHES • ROYAL DESSERTS • SHINOLA • STANDARD BRANDS • SURF • SUN VISTA • SWIFT ICE CREAM • TENDERLEAF TEA • VANTA SHAMPOO • VICK CHEMICAL • BROWN & WILLIAMSON • BEST FOODS • BIRDS-EYE • BLUE BONNET MARGARINE • AJAX • AMERICAN CHICLE • AMERICAN HOME FOODS • ARIZONA CANNING • ARRID • COLGATE-PALMOLIVE-PEET • CROSLEY-SHELVADOR • CURTIS PUBLISHING • CHEVROLET • CINCH MIXES • DUFF'S MIX • DENTYNE • ESKIMO PIE • FORD • FOUR-WAY COLD TABLETS • GARRETT WINES • GENERAL FOODS • GENERAL MILLS CAKE MIXES • KOOLS • LEVER BROS. • LIPTON TEA • MUSTEROLE • NATIONAL BISCUIT • NUTRENA • PERTUSSIN • POLL PARROT SHOES • POPSICLES • RAINDROPS • RALEIGHS • REDDI-WIP • ROBERT HALL CLOTHES • ROYAL DESSERTS • SHINOLA • STANDARD BRANDS • SURF • SUN VISTA • SWIFT ICE CREAM • TENDERLEAF TEA • VANTA SHAMPOO • VICK CHEMICAL • BROWN & WILLIAMSON • BEST FOODS • BIRDS-EYE • BLONDEX •

You're in good company on
KFEL'S RAY PERKINS SHOW
Ray Perkins, Rocky Mountain region's favorite disc jockey, is now on 1 hour every morning, 2 hours every afternoon, thanks to this fine list of national advertisers (and top local accounts, too) who sponsored Ray Perkins in 1949.
KFEL-FM-WOXEL
Mutual in Denver
MANAGED BY GENE O'FALLON
REPRESENTED BY JOHN BLAIR
KFEL AM-FM TV

Program Director.....Gene Amole
Production Director.....Lowell B. Switzer
Publicity Director.....Richard M. Leonard
Chief Announcer.....Bill Butterfield
Musical Director.....Martha Gobble
Chief Engineer.....Glen L. James

K O A

DENVER—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address..1625 California St.
Phone Number.....Main 6211
Transmitter Location.....Aurora, Colo.
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative.....NBC Spot Sales
Membership .....NAB, BMB
President (NBC).....Joseph H. McConnell
General-Station Manager.....Lloyd E. Yoder
Sales Mgr.....L. Berry Long, Jr.
Sales Promotion Manager....Randolph Smith
Program Manager.....Clarence C. Moore
Production Manager.....Earle C. Ferguson
Publicity Director.....William R. Day
Musical Director.....Milton Shrednik
Asst. Mgr. Chg. Engineering..Robert H. Owen
Agricultural Dir.....Donald M. Peach

K T L N

DENVER—1948—LIBERTY

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Station KTLN
Business-Studio Address.....Park Lane Hotel
Phone Number.....RAce 4636
Transmitter Location.3000 South Plate River Dr.
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Standard
Representative .....Donald Cooke
Membership .....NAB
Gen.-Sta. Mgr.....Leonard Coe
Sales Promotion Manager.....John Buchanan
Program Director.....Jack Helling
Chief Engineer.....O. E. Kelley

K V O D

DENVER—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By....Colorado Radio Corp.
Business-Studio Address....Midland Savings Bldg.
Phone Number.....TAbor 2291
Transmitter Location.....No. of Denver
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Lang-Worth, Cole, Associated
Representative.....Free & Peters
Membership .....NAB-BMB
President-Gen. Mgr.....William D. Pyle
Station Manager.....T. C. Ekrem
Sales Prom. Mgr.....Con Hecker
Program Director.....V. W. Corbett
Publicity Director.....Ben H. Stanton
Chief Engineers.....W. D. Pyle, T. C. Ekrem
Farm Editor.....Leslie Stark

K I U P

DURANGO—1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....San Juan Bcstg. Co.
Business-Studio Address.....2800 Main Ave.
Phone Number 117
Transmitter Location.....2800 Main Ave.
Air Time.....6:30 a.m.-10 p.m.
News Service .....UP
Transcription Service .....Standard
Representative.....Thomas F. Clark
General-Station Mgr.....R. E. O'Brien
President .....Mike Cummins
General-Station-Comm. Mgr.....R. E. O'Brien
Comm. Mgr.-Publ. Dir.....T. Ralph Bennett
Sales Promotion Manager.....John Merrell
Program Director.....Lee O'Brien
Production Director.....Don Hoover
Chief Announcer.....Lou Vander Linden
Musical Director.....Shirley Hawley
Chief Engineer.....Harold Hoffman
Farm Editor.....John Merrell

K C O L

FT. COLLINS—1947—COLUMBINE

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By..The Northern Colorado Bcstg. Co.
Business-Studio Address..1600 La. Porte Ave.
Phone Number 2600
Transmitter Location.....1600 La Porte Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Membership .....NAB, BMB
President .....Herb Hollister
Gen. Sta. Mgr.....Douglas D. Kahle
Comm.-Sales Prom. Mgr.....Dave Schlothauer
Program-Publicity Director.....Jack Hitchcock
Prod. Mgr.-Mus. Dir.-Chief Ann..Russ Rountree
Chief Engineer.....Harold Austin
Farm Editor.....Bill Paxton

K F T M

FORT MORGAN—1949
COLUMBINE

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned-Operated By...Fort Morgan Bcstg. Co.
Business Address.....P. O. Box 702

Phone Number 1000
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
Pres.-Gen. Mgr.....Robert H. Dolph
Comm. Mgr.....Rainsford J. Winslow
Pgm. Dir.....Frank Allen
Chief Engineer.....Robert D. LaRue

KEXO

GRAND JUNCTION—1948
COLUMBINE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Voice of Western Colo.
Address.....2501 North Ave., P. O. Box 629
Phone Number 1230
Air Time .....6 a.m.-M.
News Service .....AP
Transcription Serv..Capitol, Thesaurus, World
Representative .....Harlan Oakes
President.....D. Spencer Grow
Gen.-Sta.-Prom. Mgr.....H. Abbott Tessman
Commercial Mgr.....Harold Roper
Pgm.-Prod. Director.....Robert A. Collins
Pub. Dir.....Gene Wilburn
Chief Engineer.....D. E. Towne
Farm Editor.....William Metcalf

KFXJ

GRAND JUNCTION—1926—MBS

Frequency: 920 Kc.....Power: 1000 Watts d; 500 Watts n.
Owned-Operated By....Western Slope Bcstg. Co.
Business-Studio Address.....Hillcrest Manor
Phone Number.....Grand Junction 1300
Transmitter Location.....Hillcrest Manor
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Hal Holman
Membership .....NAB, BMB
Pres.-Gen.-Sta. Mgr.....Rex Howell
Auditor .....Charles Howell
Sales Prom. Mgr.....Bart O'Conner
Traffic Director.....Rosa Lee Samuels
Chief Announcer.....Ed Lewis
Music Dir.....Jack Puter
Chief Engineer.....Charles Hay
Farm Editor.....Bill Warner

KFKA

GREELEY—1921

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Mid-Western Radio Corp.

COLORADO

WHY IS AP THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wires than any other news service.

ROCKY MOUNTAIN ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

Director for Colorado and Wyoming: Douglas Kahle—KCOL, Fort Collins, Colo.

Director for Montana: Franz Robischon—KBMY, Billings, Mont.

COLORADO

Business-Studio Address.....620—8th Ave.
Phone Number 450-1
Transmitter Location.....Radio Ranch, Evans
Air Time.....5 a.m.-11 p.m.
News Service .....UP
Transcription Serv..Lang-Worth, Cole, SESAC
President, General Manager.....Francis Price
Sales Prom. Mgr.....William G. Stewart
Program Director.....Jack Redus
Publicity Director.....Delbert Wood
Chief Announcer.....Larry Lee
Chief Engineer.....Harry Brewer
Farm Editor.....Carl Jordan

KYOU

GREELEY—1948—COLUMBINE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Meroco Bcstg. Co.
Business-Studio-Transmitter Address.....2424 6th Avenue
Phone Number 3275
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Pres., General Manager.....Elwood H. Meyer
Commercial Manager.....Frank Thomas
Program Director.....Jack Hull
Production Director.....Ann Freeman
Chief Announcer.....Merwin Smith
Chief Engineer.....Paul Emrich

KOKO

LA JUNTA—1936—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..The Southwest Bcstg. Co.
Business-Studio Address.....La Junta
Phone Number 42
Transmitter Location....4 miles W. of La Junta on U. S. Highway No. 50
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Thomas F. Clark
President.....Ellis P. Lupton
Gen.-Sta.-Comm. Mgr.....John M. Boyd
Program Director.....Carma Hayes
Publicity Director.....Bud Ryan
Chief Engineer.....Lloyd Wilson
Farm Editor.....Gail Banks

KLMR

LAMAR—1948—COLUMBINE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..The Southeast Colorado Bcstg. Co.
Business Address.....P. O. Box 232
Phone Number 804
Studio-Transmitter.....North Santa Fe Trail
Air Time.....6 a.m.-10 p.m.
News Service .....AP
Transcription Service .....World
Membership .....NAB
President.....Ralph E. Eaton
Gen.-Sta.-Sales Prom. Mgr.....J. B. Bradshaw
Pgm.-Prod.-Dir.-Chief Anncr.....Orth Bell
Comm. Mgr.-Chief Engr.....Donald F. Stephens
Publicity Dir.....Pat Caroll

KLMO

LONGMONT—1949

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Longmont Bcstg. Co.
Business Address.....Box 827
Phone Number 1461
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
Pres.-Gen. Mgr.....J. P. Dubberley
Comm. Mgr.....P. R. Walker
Pgm. Dir.....J. A. Hillis
Chief Engineer.....R. R. Blanchard

KUBC

MONTROSE—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Uncompaghre Bcstg. Co.
Business-Studio Address.....P. O. Box 279
Phone Number 199
Transmitter Location.....1 Mi. E. of Montrose
Air Time.....6 a.m.-10:30 p.m.
News Service .....UP
Representative .....Gene Grant
President.....Joe F. Hartman
Gen.-Sta. Mgr.....Geo. Cory
Comm.-Sales Prom. Mgr.....Louis Benedict
Pgm.-Prod.-Publ. Dir.....Vern Friesen
Musical Director.....Jack Glynn
Chief Engineer.....Don Anderson

KCSJ

PUEBLO—1947—MBS-COLUMBINE

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By.....Star Bcstg. Co., Inc.
Business-Studio Address.....211 West 5th St.
Phone Number 8522
Transmitter Location.....N. Hudson
Air Time.....6 a.m.-M.
Transcription Service .....Associated
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....Frank S. Hoag, Jr.
General-Station Manager.....Dale W. Scott
Commercial Manager.....Jack Cobb
Pgm. Dir.-Prom. Mgr.....Roy Borden
Chief Engineer.....Gerald Kounter

KDZA

PUEBLO—1947—LIBERTY

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Pueblo Radio Co.

Business-Studio Address.....3011 Elizabeth
Phone Number 8551
Transmitter Location.....3011 Elizabeth
Air Time.....6:30 a.m.-10 p.m.
News Service .....AP
Transcription Service.....Standard, Captiol
Representative .....Donald Cooke
Membership .....NAB
President-Gen.-Sta. Mgr.....Dee B. Crouch
Comm.-Sales Prom. Mgr.....Maxson Bevens
Chief Announcer.....George Corneal
Musical Director.....Constance Aylen
Chief Engineer.....Dee B. Crouch

K G H F

PUEBLO—1927—ABC

Frequency: 1350 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By..Colorado Bcstg. Co., Inc.
Business-Studio Address.....304 N. Main St.
Phone Number 3877
Transmitter Location....N.W. of Pueblo, U. S. Hiway 50
Air Time .....6 a.m.-M.
News Service .....INS
Transcription Service.....World, SESAC
Representative.....Joseph Hershey McGillvra
Membership .....NAB, BMB
President .....Gifford Phillips
Station Manager.....Robert D. Ellis
Commercial Manager.....Kenneth C. Russell
Sales Prom. Mgr.-Publ. Dir.....Howard Myers
Pgm.-Prod. Mgr.-Chief Anncr..Clifford Hendrix
Chief Engineer.....Willis C. Shanks
Farm Editor.....Irwin Cunningham

K V R H

SALIDA—1948—KBS—COLUMBINE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Vir N. James
Address .....Salida
Phone Number 30
Transmitter Location.....1.3 Miles W. of Town
Air Time.....7 am. to 10 p.m.
News Service .....UP
Representative.....Thomas F. Clarke
Membership .....BMB
General Manager.....Vir N. James
Commercial Manager.....Bill McMillen
Program Director.....Henry Long
Chief Engineer.....T. L. Kidd
Farm Editor.....Verl E. Lee

K G E K

STERLING—1925—KBS

Frequency: 1230 Kc.....Power: 100 Watts d.
Owned-Operated By.....Elmer G. Beehler
Address .....Fleming Rd.
Phone Number 1175
Air Time .....Daytime
News Service .....UP
Transcription Service.....MacGregor, Cole
Representative.....Thomas F. Clark
Pres.-Gen. Mgr.-Chief Engr...Elmer G. Beehler
Comm.-Sales Prom. Mgr.-Prog. Dir.....Al Ross

K C R T

TRINIDAD—1946—KBS
COLUMBINE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Mel-Bert Bcstg. Co.
Business-Studio Add.....So. Country Club Dr.
Phone Number 338
Transmitter Location.South Country Club Drive
Air Time.....7 a.m.-10 p.m.
News Service .....UP
Transcription Service.....Lang-Worth, KBS
Station Manager.....Mel Cooper
Comm.-Sales Prom. Mgr.....Bert Coyle
Program Director.....Millye J. Coyle
Chief Anncr.....George Barron
Chief Engineer.....Mel Cooper

K S F T

TRINIDAD—1946—MBS

Frequency: 1280 Kc....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....Trinidad Bcstg. Corp.
Bus.-Studio Address....219 N. Commercial St.
Phone Number 414
Transmitter Location.....Garcia Plaza
Air Time .....6 a.m.-10 p.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Forjoe
Membership .....NAB
President.....Ellis P. Lupton
Gen.-Comm. Mgr.....Paul D. George
Sales Promotion Manager.....Ben Bezoff
Pgm.-Prod. Dir.....Cal Watson
Chief Announcer.....John Special
Musical Director.....Lena Cimino
Chief Engineer.....Lloyd L. Wilson
Farm Editor.....Cal Watson

K P H C

WALSENBURG—1948
COLUMBINE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Walsenburg Bcstg. Corp.
Business Address.....10th & Main
Phone Number 79
Studio-Transmitter Location.....10th & Main
Air Time .....6:30 a.m.-10:15 p.m.
News Service .....UP
Representative.....Thomas F. Clark
President.....Tom G. Banks, Jr.
Gen.-Sta. Mgr.....Clem Morgan
Comm.-Sales Prom. Mgr.-Pgm. Dir..Harold Reed
Chief Engineer.....John Figal
Farm Editor.....Ken Bradbury

CONNECTICUT

Estimated Population 2,019,000—Increase +18.1%—Radio Homes 580,000
Radio Families 584,000—Stations in State 26

WICC

BRIDGEPORT—1926—MBS-YANKEE

Frequency: 600 Kc....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....General Tire, Inc.
Business Address....21 Brookline Ave., Boston
Phone Number.....6-1121-2-3
Studio Address.....144 Golden Hill St.
Transmitter Location.....Pleasure Beach Pk.
Air Time.....6:30 a.m.-M.
News Service.....AP
Transcription Service.....Standard
Representative.....Edward Petry
General Manager.....Dickens J. Wright
Comm.-Sales Prom. Mgr.....Charles W. Parker
Pgm.-Prod.-Pub. Dir.....James W. Evans
Chief Announcer.....John R. Montgomery
Musical Director.....Marlene Regnery
Chief Engineer.....Winthrop Crawford

WLIZ

BRIDGEPORT—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By..The Bridgeport Bcstg Co.
Business-Studio Address.....114 State St.
Phone Number.....5-4144
Transmitter.....Seaview & Forest Aves.
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Taylor-Borroff
Pres., Gen.-Sta. Manager.....William Elliott
Commercial Manager.....Emanuel S. Slotnick
Sales Promotion Manager.....Sol Robinson
Program-Prod. Director.....Wallace B. Dunlap
Publicity Director.....William Elliott
Chief Engineer.....Ralph Wynquist
Farm Editor.....Connie Parks

WNAB

BRIDGEPORT—1941
ABC-CONN. STATE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WNAB, Inc.
Business-Studio Address.....991 Broad St.
Phone Number.....3-3112
Transmitter.....Locomobile Pt., Seaside Pk.
Air Time.....Unlimited
News Service.....UP
Representative.....William G. Rambeau
Membership.....NAB
President-Chief Engineer.....Harold Thomas
General Manager.....Levon Thomas
Program Director.....Jack Dahlby
Promotion Manager.....Jean O'Shea
Commercial Manager.....William Rankin

WBIS

BRISTOL—1948

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Oper. By.....The Bristol Bcstg. Corp.
Business-Studio Address.....183 Main St.
Phone Number.....9265
Transmitter Location.....Greystone Ave.
Air Time.....Daytime
News Service.....UP
Transcription Service.....Standard
Membership.....NAB
President.....Frederick W. Beach
Manager.....Fay Clark
Sales.....Lan Gordon
Program.....Cal Colby

WLAD

DANBURY—1947

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By....Berkshire Bcstg. Corp.
Business-Studio Address.....207 Main St.
Phone Number.....8-0580
Transmitter.....Brushy Hill Rd.
Air Time.....Daytime
News Service.....UP
Transcription Service.....SESAC, World
Membership.....NAB
President.....Robert Doran
Commercial Manager.....J. Thomas Mathers
Program Director.....Jerry Arthur
Farm Editor.....Al Brundage

WDRC

HARTFORD—1922—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By..The Connecticut Bcstg. Co.
Business-Studio Address.....750 Main St.
Phone Number.....7-1188
Transmitter Location.....869 Blue Hills Ave., Bloomfield, Conn.
Air Time.....Unlimited
News Service.....UP
Representative.....Paul H. Raymer
Membership.....NAB
President.....Franklin M. Doolittle
Station Manager.....Walter B. Haase
Comm.-Sales Prom. Mgr...William F. Malo, Sr.
Program Manager.....Harvey H. Olson
Chief Announcer.....Russ Naughton
Chief Engineer.....Italo A. Marfino

WCCC

HARTFORD—1947

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By..Greater Hartford Bcstg Corp.
Business-Studio Address.....Bond Hotel
Phone Number 5-6648
Transmitter Location.....South Quaker Lane.
Air Time.....Local sunrise-local sunset
News Service .....UP
President.....William M. Savitt
Secretary-Treasurer.....Max M. Savitt
Station Manager.....Randy M. Savitt
Office Manager.....John Battey
Program Director.....Sydney Byrnes
Musical Director.....Ivor Hugh
Chief Engineer.....John Rameika

WONS

HARTFORD—1935—MBS-YANKEE

Frequency: 1410 Kc.....Power: 5,000 Watts
Owned-Oper. By.....Yankee Network, Inc.
Business-Studio Address..54 Pratt St. (WONS)
Phone Number 7-9131
Transmitter Location.....Newington, Conn.
Air Time.....6:30 a.m.-M.
News Service .....UP

WCCC
THE MUSIC STATION
WCCC
HARTFORD, CONN.
Hotel Bond
1290 DIAL 1290

Transcription Service....Standard, Associated
President .....William O'Neil
Vice-President .....Tom O'Neil
Gen.-Sta.-Comm. Mgr.....Robert Kennett
Pgm. Dir.-Prod. Mgr.....Ralph Klein
Pub. Dir.....Milton Berkowitz
Chief Engineer.....Rogers Holt

WTHT

HARTFORD—1936
ABC-CONN. STATE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Hartford Times, Inc.
Business Address.....2-18 Prospect St.
Phone Number 2-0237
Transmitter-Studio Location....555 Asylum St.
Air Time.....6:43 a.m.-M.
News Service .....AP
Transcription Service.....Standard
Representative.....J. P. McKinney
Membership .....NAB, BMB
President.....Francis S. Murphy
Gen.-Sta. Manager.....C. Glover DeLaney
Commercial Manager...Leonard R. Schoenfeld
Assistant Manager.....Richard K. Blackburn
Prog.-Prod. Director.....Philip Becker
Publicity Director.....Sereno Gammell
Chief Announcer.....Mitchell Betters
Musical Director.....Charlotte Anderson
Chief Engineer.....Charles S. Masini

WTIC

HARTFORD—1925
NBC-NERN

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Travelers Bcstg. Service Corp.
Business-Studio Address.....26 Grove St.
Phone Number 2-3181
Transmitter Location.....Talcott Mt., Avon
Air Time .....Unlimited
News Service .....AP, INS
Transcription Service.....Lang-Worth, BMI
Representative .....Weed
Membership.....NAB, BMB, FMA
President.....Jesse W. Randall
Vice Pres.-Gen. Mgr.....Paul W. Morency
Asst. Gen. Mgr. Chg. Sales....Walter Johnson
Asst. Sales Mgr.....Irwin Cowper
Program Director.....Leonard J. Patricelli
Asst. Program Director.....Paul Lucas
Production Dir.....George Bowe
Director Public Relations....Bernard Mullins
News Director.....Tom Eaton
Chief Engineer.....Herman Taylor
Farm Editor.....Frank Atwood

WMMW
MERIDEN—1947

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Operated By....Silver City Crystal Co.
Business-Studio Address.....8½ W. Main St.
Phone Number.....5-5747
Transmitter .....Lewis Ave.
Air Time .....Daytime
News Service.....UP
Transcription Service.....World, Lang-Worth
Membership .....NAB
President-Gen. Sta. Mgr.....Carl W. Schultz
Commercial Mgr.....Gustav A. Kruttschnitt
Sales Promotion Mgr.....James Woodburn
Program Dir.-Chief Anncr.....John Zane
Musical Director.....Les Fox
Chief Engineer.....Gabriel Langfelder
Farm Editor.....Arthur Bergstrom

WCNX
MIDDLETOWN—1948

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Middlesex Bcstg. Co.
Business-Studio Address.....462 Main St.
Phone Number.....5021
Air Time.....Daytime
News Service.....UP
Representative .....Friedenberg
Managing Dirs.....R. J. O'Brien, W. J. O'Brien
Program Director.....Ernest Watso
Production Chief.....Lou Brooks

WHAY
NEW BRITAIN—1949

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By..Central Conn. Bcstg. Co.
Business Address.....22 Grove Hill
Phone Number.....3-2721
Air Time .....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth, Capitol
Representative .....Radio Reps
General Mgr.-Chief Engineer.....H. W. Holt
Sales Manager.....F. E. Bieber
Program Dir.....W. T. Walker

WKNB
NEW BRITAIN—1946

Frequency: 840 Kc....Power: 1000 Watts d.
Owned-Oper. By.....New Britain Bcstg. Co.
Business-Studio Address.....213 Main St.;
11 Asylum St., Hartford
Phone Number.....3-3603-4; Htfd. 2-4924
Transmitter Location .....Newington
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Associated
Representative .....Forjoe

CONNECTICUT

WHY IS AP THE BEST?

BECAUSE—AP members decide what AP shall be. Their decision has made AP unequalled in covering the news of the world...RAPIDLY...TRUTHFULLY FULLY . . . ACCURATELY.

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President: Tom Eaton—WTIC, Hartford
Vice-President: Michael Goode—WNHC, New Haven
Secretary: Paul V. Cochrane, AP Chief of Bureau

CONNECTICUT

Membership ..... FMA
President, General Manager.....Julian Gross
Station-Commercial Mgr.....Peter B. Kenney
Sales Promotion Mgr.....Edward C. Benfield
Program-Production Dir.....Bernie Moore
Publicity Director.....Charles Norwood
Chief Announcer.....Ray Neilan
Musical Director.....Al DeCaro
Chief Engineer.....Lewis House
Farm Editor.....E. H. Forbush

WAVZ

NEW HAVEN—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WAVZ Bcstg. Corp.
Business-Studio Address.....152 Temple St.
Phone Number 7-0171
Transmitter Location.....Foot of Thill St., W. Haven
Air Time.....Local sunrise-local sunset
News Service.....UP, AP
Transcription Service .....World
Membership .....NAB
President.....Victor W. Knauth
General-Station Mgr.....Daniel W. Kops
Commercial Mgr.....George J. Peters
Sales Prom. Mgr.-Pub. Dir.....Joseph McDonell
Program-Musical Dir.....Richard E. Barrett
Production Director.....George A. Duffy
Chief Announcer.....James Pansulle
Chief Engineer.....Ernest S. Gellman

WELI

NEW HAVEN—1935—ABC

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By....Conn. Radio Foundation, Inc.
Business-Studio Address.....221 Orange St.
Phone Number 8-1133
Transmitter Location....Benham Rd., Hamden
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Representative .....Headley-Reed
President .....H. C. Wilder
Gen.-Station Mgr.....Richard W. Davis
Commercial Manager....Edwin H. Schweitzer
Sales Prom. Mgr.-Pub. Dir.....Rudy Frank
Program Director.....Charles H. Wright
Chief Engineer.....Fred King

WNHC

NEW HAVEN—1944

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Elm City Bcstg. Corp.
Business-Studio Address.....1110 Chapel St.
Phone Number 8-0196
Transmitter Location.....Kimberly Ave.
Air Time.....7:05 a.m.-12:05 a.m.
News Service .....AP
Transcription Service.....World
Representative.....Katz Agency
Membership .....NAB
President.....Patrick J. Good
General Manager.....James T. Milne
Secretary-Treasurer .....Aldo DeDominicis
Comm. Actg. Mgr.....Vince Callanan
Program Director.....Evelyn Levin
Publicity Director.....Jack Quinn
Chief Announcer.....David Harris
Musical Director.....James Morgan
Chief Engineer.....Vinnie DeLaurentis

WNLC

NEW LONDON—1936 — MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..The Thames Bcstg. Corp.
Business-Studio Address.....281 State St.
Phone Number 2-4365
Transmitter Location....Winthrop Pt., E. New London
Air Time.....Unlimited
News Service.....UP
President-Gen. Sta. Mgr.....Gerald J. Morey
Comm.-Sales Prom. Mgr.-Prod. Dir.....Leo B. Keegan
Publicity Director.....J. Patricia Morley
Program Dir.-Chief Engineer...Gerald J. Morey
Farm Editor.....Mary Regan

WNLK

NORWALK—1947

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Operated By..Norwalk Bcstg. Co., Inc.
Business-Studio Address....Main & Wall Sts.
Phone Number.....6-2542
Transmitter.....Stuart Ave. & Benedict St.
Air Time.....Unlimited
News Service .....UP
Transcription Service .....Associated
Representative .....McGillvra
Membership ..... NAB
Pres.-Gen.-Comm. Mgr.....Benjamin Ginzburg
Program Director.....Milton Warren
Chief Engineer.....Charles W. Winter, Jr.

WICH

NORWICH—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Conn Bcstg. Co.
Business-Studio Address.....91 Main St.
Phone Number.....345
Transmitter Location.....Lucas Pk. Rd.
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service.....World
Membership .....NAB
President-General Mgr.....John Deme
Commercial Manager.....Noel Breault
Program Director.....Robert Silverberg
Chief Engineer.....Alexander Dubenetsky

WSTC

STAMFORD—1941
ABC-CONN. STATE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The Western Conn. Bcstg. Co.
Business-Studio Address.....270 Atlantic St.
Phone Number 4-7575
Transmitter Location..320 Strawberry Hill Ave.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Everett-McKinney
Membership .....NAB
President .....Kingsley Gillespie
Gen.-Sta. Manager.....Julian Schwartz
Commercial Manager.....Wharton Ford
Program Director.....Ernest Hartman
Chief Engineer.....Edward L. Markmar

WLCR

TORRINGTON—1946

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..The Litchfield County Radio Corp.
Business-Studio Address.....23 Main St
Phone Number 4173
Transmitter Location.....Highland Ave.
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service.....World, SESAC, BMI
Representative .....Sears & Ayer
Membership .....NAB
President.....J. Richard Dobbins
Gen.-Comm.-Sales Prom. Mgr.....James E. Cipriano
Pgm. Dir.-Chief Anncr.-Farm Ed....Jay Norman
Production-Publicity Dir.....Pete Stoner
Chief Engineer.....Alfred F. Pallokat

WTOR

TORRINGTON—1947
CONN. STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Torrington Bcstg. Co., Inc.
Business-Studio Address.....93 Main St.
Phone Number 4181
Transmitter Location .....93 Perkins St.
Air Time.....6:30 a.m.-M.
News Service .....INS
Representative.....Continental Radio Sales
Membership .....NAB
President.....Joseph R. Schifini
General Manager.....Gerardo T. Schifini
Commercial Manager.....Fred R. Menzies
Program Director.....Richard C. Kilbourn
Musical Director.....John J. Morris

WATR

WATERBURY—1934
ABC-CONN. STATE

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....The WATR Co., Inc.
Business-Studio Address.....440 Medow St.
Phone Number 3-5161
Transmitter Location.....Baldwin St.
Air Time.....7 a.m.-M.
News Service .....UP
Representative.....William G. Rambeau
Membership .....NAB
President-Gen. Mgr.....Harold Thomas
Sta.-Comm. Mgr.....Sam Elman
Sales Pro. Mgr., Pub. Dir.....Wallace Gordon
Prog.-Prod. Dir.....Edmund Waller
Chief Announcer.....Wallace King
Musical Director.....Tony Greenwood
Chief Engineer.....Russell Jensen

WBRY

WATERBURY—1934—CBS

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Oper. By...American-Republican, Inc.
Business-Studio Address.....136 Grand St.
Phone Number 3-1125
Transmitter Location.....Boyden St.
Air Time.....6:55 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB
President.....William J. Pape
General Manager.....James H. Darcey
Commercial Manager.....Harry A. DeVorken
Sta.-Sales Prom. Mgr.-Pub Dir..J. Maxim Ryder
Prog.-Prod. Dir.....Walter O. Howard
Chief Announcer.....Robert Stewart
Musical Director.....Louis Boisvert
Chief Engineer.....Frank B. Hales

WWCO

WATERBURY—1946
MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.Mattatuck Bcstg. Co., Inc.
Business-Studio Address....119 W. Main St.
Phone Number 4-5141
Transmitter Location.....Thomaston Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Robert S. Keller
Membership .....NAB
Pres., Gen. Manager.....Milton H. Meyers
Commercial Manager.....Ford Billings
Sales Promotion Manager....Robert S. Keller
Program Director.....Robert Crager
Production Director.....Eugene Parker
Publicity Director.....James Logan
Musical Director.....Bob Woodman
Chief Engineer.....Gene Fleisher

DELAWARE

Estimated Population 311,000—Increase + 16.5%—Radio Homes 86,000
Radio Families—89,000—Stations in State 5

WDOV

DOVER—1948

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Operated By.....William C. Evans
Business Address..Bradford & Loockerman Sts.
Phone Number 5816
Air Time .....Daytime
News Service .....AP
Transcription Service .....Capitol
Representative .....McGillvra
President.....William C. Evans
Gen.-Comm. Mgr.....A. H. Zoog
Pgm. Dir.-Prom. Mgr.....Elizabeth Evans
Chief Engineer.....R. F. Lee

WAMS

WILMINGTON—1948—MBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By...Wilmington Tri-State Bcst. Co., Inc.
Business-Studio Address.....414 French St.
Phone Number 4-8881
Transmitter.....Mt. Cuba Rd. & Owl's Nest
Air Time.....7 a.m.-12:30 a.m.
News Service .....AP
Transcription Service...Lang-Worth, Standard
Membership.....NAB, BMB, FMA
President.....Frank S. Carrow
Gen.-Sta. Mgr.....E. R. Dalton
Comm. Mgr.....William S. Ewing
Sales Prom. Mgr.....I. Alan Goff
Chief Announcer.....Bill Smith
Chief Engineer.....Herbert Eckstein

WDEL

WILMINGTON—1922—NBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....WDEL, Inc.
Business-Studio Address....10th & King Sts.
Phone Number 7268
Transmitter.....35th St. & Bellevue Ave.
Air Time.....8:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NAB
Station Executive.....Clair R. McCollough
Station Manager.....J. Gorman Walsh
National Sales Manager....J. Robert Gulick
Program Director.....Harvey C. Smith
Technical Dir.....J. E. Mathiot

DELAWARE

WHY IS **AP** THE BEST?

BECAUSE—**AP** is faster, more complete, more accurate than any other news service.

PENNSYLVANIA-DELAWARE AP RADIO ASSOCIATION

President: Joseph E. Baudino—KDKA, Pittsburgh
Vice-President: George Coleman—WGBI, Scranton
Second Vice-President: Ed Obrist—WPEN, Philadelphia
Third Vice-President: Jack Hooper—WHGB, Harrisburg
Secretary: Joseph Snyder—AP Chief of Bureau
Continuing Study Committeeman for Delaware: W. S. Ewing—WAMS, Wilmington

DELAWARE

WILM

WILMINGTON—1922—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Delaware Bcstg. Co.
Business-Studio Address.....920 King St.
Phone Number 4-7771
Transmitter....1¼ Mi. N.W. of Town, Hwy. 13
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Bolling Co.
Membership .....NAB, BMB
President-Gen.-Comm. Mgr..Ewing B. Hawkins
Sta. Mgr.-Prog. Dir.....Frank Gallagher
Sales Promotion Manager....Robert J. McFann
Publicity Director.....Robert J. McFann
Musical Director.....Frank Hejl
Chief Engineer.....H. Edwin Kennedy
Farm Editor.....Richard L. Bair

WTUX

WILMINGTON—1947

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By....Port Frere Bcstg. Co., Inc.
Business-Studio Address.....1326 Market St.
Phone Number.....Wilmington 5-8821
Transmitter Location.....Port Frere
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....World
Representative .....Forjoe
Membership .....NAB
Pres.-Sta. Mgr.....Gordon K. MacIntosh
General Mgr.....Howard R. Robinson
Comm. Mgr.-Publ. Dir.....Sidney Schulman
Sales Prom. Mgr.....Jack P. Dougherty
Program Dir.....Larry Miller
Chief Anncr.-Prod. Dir.....Fred Hechman
Chief Engineer.....Wayne Neuhaus

DISTRICT OF COLUMBIA

Estimated Population 870,000—Increase +31.1%—Radio Homes 238,000
Radio Families 243,000—Stations in D. C. 7

WINX

WASHINGTON, D. C.—1940—SBN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.Banks Independent Bcstg. Co.
Business-Studio.....8th & Eye Sts., N.W.
Phone Number.....Republic 8000
Transmitter Location..Florida St. & Lee Hway.
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP
Representative.....King Radio Adv.
Pres.-Gen.-Sta. Mgr.....William A. Banks
Asst. Gen.-Sta. Mgr.....Dolly R. Banks
Commercial Manager.....Charles W. Trippe
Program Director.....Lynnette Wilson
Chief Engineer.....Ralph E. Cannon, Jr.

WMAL

WASHINGTON, D. C.—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....The Evening Star Bcstg. Co., Inc.
Business-Studio Address..724 14th St., N.W.
Phone Number.....NAtional 5400
Transmitter Location.....Green Tree Rd., Bethesda, Md.
Air Time.....6 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service.....World, Standard
Representative.....ABC Spot Sales
Membership .....NAB, BMB
President.....S. H. Kauffmann
V.P., General Manager.....K. H. Berkeley
Commercial Manager.....Ben B. Baylor, Jr.
Pgm. Dir.....Charles Kelly
Pub. Dir.....Mary P. Perry
Chief Anncr.....Harold Stepler
Chief Engineer.....Frank Harvey

WOL

WASHINGTON, D. C.—1924—MBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Bus.-Studio Address.....1627 K St., N.W.
Phone Number.....Metropolitan 0010
Transmitter Location.....Brookville Rd., Silver Spring, Md.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Associated
Representative .....Katz
Membership .....NAB, BMB
President-Owner.....Gardner Cowles
V.P., Gen. Sales Mgr.....Phil Hoffman
Pgm. Dir.-Prom. Mgr.....S. J. McCormick
Chief Engineer.....Harold Reed

WQQW

WASHINGTON, D. C.—1947

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WQQW, Inc.
Business-Studio Address....1125 Vermont Ave.
Phone Number.....Executive 8676

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In Washington everything is up

Population
Income
Retail Sales

*RADIO LISTENING

To reach the one and one-half million listeners in Metropolitan Washington, D. C., and a bonus market in Maryland and Virginia your best bet is

WRC

Check your nearest NBC Spot Sales Office

* American Research Bureau Radio Diary Study

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

• • • District of Columbia • • •

Transmitter Location....Lee & Wilson Blvd., Falls Church, Va.
Air Time.....7 a.m.-sunset
News Service .....AP
Transcription Service.....Associated
Representative.....William G. Rambeau
Membership .....NAB
President .....Morris Rodman
Vice President-Gen. Mgr.....M. Robert Rogers
Comm. Manager.....Perry Walders
Program-Musical Director..Pierson Underwood
Chief Announcer.....Ray Wilson
Chief Engineer.....Robert B. Martin

WRC

WASHINGTON, D. C.—1923—NBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address....724 14th St., N.W.
Phone Number.....Republic 4000
Transmitter Location.....Ager Rd., W. Hyattsville, Md.
Air Time.....6 a.m.-1 a.m.
News Service.....AP, INS, UP
Transcription Service....Thesaurus, Standard, Associated
Representative.....NBC Spot Sales
Membership.....NAB, BMB
President.....Joseph H. McConnell
Washington Vice President..Frank M. Russell
General Manager.....William R. McAndrew
Asst. General Manager....George Y. Wheeler
Program Director.....Eugene Juster
Sales Director.....Mahlon Glascock
Chief Engineer.....Donald Cooper
Business Manager.....George Sandefer
Program Manager.....Ken French
Sales Promotion Manager....Tom Geoghegan
Publicity Manager.....Walter Jay Royen
Musical Director.....Fritz Baltzer
Consulting Engineer.....NBC Engineering

WTOP

WASHINGTON, D. C.—1927—CBS

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned-Operated By.....WTOP, Inc.
Business-Studio Address.....Warner Bldg.
Phone Number.....Metropolitan 3200
Transmitter Location.....Wheaton, Md.
Air Time.....5:30 a.m.-2 a.m.
News Service.....AP, UP
Representative.....CBS Radio Sales
Membership .....BMB
President .....Philip L. Graham
Vice President-Gen. Mgr.....John S. Hayes
Commercial Manager.....George Hartford
Sales Prom. Mgr.-Pub. Dir.....Cody Pfanstiehl
Program-Production Dir...Hazel Kenyon Markel
Chief Engineer.....Clyde Hunt

• • • District of Columbia • • •

W W D C

WASHINGTON, D. C.—1941

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Capital Bcstg. Co.
Business-Studio Address.....1627 K St., N.W.
Phone Number.....NAtional 7203
Transmitter.....Silver Spring, Md.
Air Time.....24 hrs.
News Service.....AP, UP
Transcription Service.....Capitol, Standard
Representative .....Forjoe
Membership .....NAB, FMA
President .....Joseph Katz
V.P., General Manager.....Ben Strouse
Comm. Manager.....Herman Paris
Program Director.....Norman Reed
Publicity Director.....Irving Lichtenstein
Chief Announcer.....Ray Morgan
Musical Director.....Bob Rand
Chief Engineer.....Ross H. Beville

NOW 5,000 WATTS

More than ever Washington's leading independent station!

WWDC

WASHINGTON, D.C.

1260 on the Dial

Forjoe & Co., National Representatives

WASHINGTON, D. C.

WHY IS AP THE BEST?

BECAUSE—**AP** has more news correspondents, more news bureaus, more miles of news wire than any other news service.

CHESAPEAKE AP RADIO ASSOCIATION

President: Denis Sartain—WWDC, Washington
First Vice-President: Matthew Warren—WEAM, Arlington, Va.
Secretary: Max Fullerton—AP Chief of Bureau, Baltimore
News Committee Chairman: William C. Conhurst—WCAO, Baltimore
Cooperation Committee Chairman: Stewart Phillips—WARK, Hagerstown

WASHINGTON, D. C.

FLORIDA

Estimated Population 2,494,000—Increase + 31.4%—Radio Homes 735,000
Radio Families 742,000—Stations in State 70

WSWN

BELLE GLADE—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Seminole Bcstg. Co.
Business Address.....P. O. Box 355
Phone Number.....2063
Studio Address.....Scarborough Bldg.
Transmitter Location.....Chosen
Air Time.....Daytime
News Service.....UP
Transcription Service.....World
President-General Mgr.....Tom Watson, Jr.
Commercial Manager.....Mrs. Mary Foy
Chief Engineer.....C. S. Clemans
Farm Editor.....Tom Lloyd

WDHL

BRADENTON—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Manatee Bcstg. Co.
Business Address.....Memorial Pier
Phone Number.....37-561
Studio-Transmitter Location.....Memorial Pier
Air Time.....6:45 a.m.-10:15 p.m.
News Service.....AP
Transcription Service.....Associated
Pres.-Gen.-Sta. Mgr.....L. E. Jackobson
Sales Promotion Mgr...Elizabeth Spowengarger
Program Director.....Ken Lueck
Chief Anncr.-Prod. Dir.....Al Mareau
Publicity Director.....Suzie Smith
Chief Engineer.....Ed Hill
Farm Editor.....Ed Ayers

WCLE

CLEARWATER—1946

Frequency: 680 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Clearwater Bcstg. Co.
Address.....Whitcomb Building
Phone Number.....3-2373
Transmitter Location.....Taylor Ave., Largo
Air Time.....Sunrise to sunset
News Service.....AP
Transcription Service.....Associated
Representative.....Hal Holman
Membership.....NAB
General Manager.....Houston Cox, Jr.

WTAN

CLEARWATER—1947—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated by.....Clearwater Radio Broadcasters, Inc.
Business Address.....P. O. Box 1109
Phone Number.....33084
Studio Address.....Municipal Auditorium at Clearwater Bay
Transmitter Location.....Clearwater Bay, Pierce St.
Air Time.....6:00 a.m.-12:08 a.m.
News Service.....UP
Transcription Service.....World
Representative.....Joseph Hershey McGillvra
Membership.....NAB
President.....Otis E. Pruitt
Acting General-Comm. Mgr.....C. A. McKay
Program Dir.-Prom. Mgr...Louis H. Falconnier
Acting Chief Engineer.....Arthur Betts

WTTT

CORAL GABLES—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Atlantic Shores Bcstg.
Business-Studio Address....350 Aragon Ave.
Phone Number.....83-4683
Transmitter Location..1505 S.W. 32nd Ave., Miami
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Associated
Representative.....Joseph Hershey McGillvra
General Manager.....D. H. Freedman
Commercial Manager....Edwin C. Derryberry
Promotion Manager.....Mitt Mittler
Sales Manager.....David T. Golden

WVCG

CORAL GABLES—1947—PG

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Operated By....Peninsular Bcstg. Corp.
Business Address.....P. O. Box 977
Phone Number.....48-7411-2
Studio Address.....233 Aragon Ave.
Transmitter.....Bird & Ludlum Rds., Miami
Air Time.....Sunrise to sunset
News Service.....AP
Transcription Service.....Associated
Representative.....Ashcroft & Banninger
Membership.....NAB
President-General Mgr.....George W. Thorpe
Program Director.....Edward S. Gaylor
Chief Engineer.....Lawrence Mennitt

WCNU

CRESTVIEW—1949—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By....Gulf Shores Bcstg. Co.
Business-Studio Address.....Box 518
Phone Number.....3511
Transmitter Location...Highway 85, Crestview

Air Time.....18 hours
News Service.....AP
Transcription Service.....Lang-Worth
Membership .....NAB
President.....Cyril W. Reddoch
General Manager.....John B. McCrary
Commercial Manager.....John French
Promotion Manager.....D. G. O'Neal
Program Director.....Sam Townsend
Chief Engineer.....Franklin Prestwood

WMFJ

DAYTONA BEACH—1935—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Wright Esch
Business-Studio Address.....444 N. Beach St.
Phone Number.....6491-2
Transmitter Location...126½ Magnolia Ave.
Air Time .....Unlimited
News Service .....INS
Transcription Service.....Lang-Worth
Representative....Joseph Hershey McGillvra
Membership .....NAB
Owner .....W. Wright Esch
General Manager.....A. B. Esch
Station Manager.....Ray Clancy
Commercial Manager.....John S. Pitts
Chief Engineer.....Webster K. Ellenwood

WNDB

DAYTONA BEACH—1948

Frequency: 1150 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....News-Journal Corp.
Business-Studio Address...128 Orange Ave.
Phone Number.....2-0531
Transmitter Location.....Holly Hill
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....Standard, World
Representative..... John H. Perry
Gen.-Sta.Mgr.....Jerry Stone
Comm., Prom. Mgr.....John Cummins
Program Director.....W. E. Trimble
Publicity Director.....Jane Gilmore
Chief Announcer.....Phil Brook
Musical Director.....Maribel Montgomery
Chief Engineer.....Fred F. Moore

WROD

DAYTONA BEACH—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Daytona Beach Bcstg. Corp.
Business Address.....Box 991
Phone Number.....4626
Studio-Transmitter Address..Wilder Blvd. & S. Beach St.
Air Time.....Unlimited
News Service .....UP
Transcription Service .....Associated
Membership .....NAB
Pres.-Gen. Mgr.....E. J. Sperry
Commercial Manager.....R. Y. Huffman
Pgm. Dir.....Susan Baldwin
Chief Engineer.....L. M. Menard

WDLF

DE LAND—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Deland Bcstg. Co.
Business-Studio Address..220 E. Hubbard Ave.
Phone Number 1490
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Associated
President .....Lyle Van Valkenburgh
Gen.-Sta.-Comm. Mgr.....J. H. Knox
Prom. Mgr.-Pgm.-Prod. Dir...Robert H. Walton
Publicity Director.....Richard Pearce
Chief Announcer.....James B. Tillis
Chief Engineer.....Lauren Mickle
Farm Editor.....William Platt

WFTL

FORT LAUDERDALE—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Gore Pub. Co.
Business-Studio Address..100 E. Las Olas Blvd.
Phone Number.....3-2511
Transmitter Location.....1785 S.E. 15th St.
Air Time.....Unlimited
News Service.....UP
Gen.-Sta.-Comm. Mgr.....E. F. Gore
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NAB
Program-Production Director.....Paul Taylor
Publicity Director.....Carter Holmes
Chief Engineer.....Howard O. Sheets

WINK

FT. MYERS—1938—CBS-KBS-FS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Ft. Myers Bcstg. Co., Inc.
Business-Studio Address.....54 E. First St.
Phone Number 818
Transmitter Location.....54 E. First St.
Air Time.....6:30 a.m.-M.
News Service .....AP
Representative .....Donald Cooke
President.....Arthur B. McBride
Gen.-Sta.-Comm. Mgr.....A. J. Bauer
Sales Promotion Manager.....Betty Whified
Pub. Dir.....Dan Harlacher
Chief Anncr.....Bob Nash
Chief Engineer.....James Lacy

WIRA

FORT PIERCE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Indian River Bcstg Co.
Business Address.....Box 1401
Phone Number.....870
Transmitter-Studio Location.....Melody Lane
Air Time.....6:30 a.m.-11:15 p.m.
News Service.....UP
Transcription Service.....Standard
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Douglas Silver
Comm. Mgr.-Pgm. Dir.....Marjorie B. Silver
Sales Prom. Mgr.....J. Kingsley Butt
Musical Director.....Roger Wood
Chief Engineer.....James Sowinski
Farm Editor.....Anne Wilder

WGGG

GAINESVILLE—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Alachua County Broadcasting Co., Inc.
Bus.-Studio-Transmitter.....1230 Waldo Rd.
Phone Number.....5791, 3922
Air Time .....6:59 a.m.-12:06 a.m.
News Service .....AP
Transcription Service.....Associated, Capitol
Representative.....Ashcraft & Banninger
Pres., Gen.-Sta. Mgr.....R. M. Chamberlin
Comm.-Sales Prom. Mgr.....Leon E. Mims
Pgm. Dir.-Chief Anncr.....S. Scott Sutton
Chief Engineer.....R. M. Chamberlin

WRUF

GAINESVILLE—1928
MBS-U. OF FLA. NET.

Frequency: 850 Kc.....Power 5000 Watts
Owned-Operated By.....Univ. of Fla.
Business-Studio Address..Campus, Univ. of Fla.
Phone Number.....3261, Ext. 466-7-8
Transmitter Location.....Newberry Rd.
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth, SESAC
Representative .....Burn-Smith
Membership .....NAB, BMB, FMA
General Manager.....Garland Powell
Commercial Manager.....Al Cone
Sales Promotion Manager.....Dwight Ranny
Program Director.....Sewell Brown
Publicity Director.....Ray Dantzler
Chief Announcer.....Otis Boggs
Musical Director.....Larry Gibson
Chief Engineer.....Ovid Gano
Farm Editor.....Clyde Beale

WINZ

HOLLYWOOD—1946

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Oper. By....Hollywood Bcstg. Co., Inc.
Address.....304 Lincoln Rd., Miami Beach
Phone Number.....Miami 58-7311
Transmitter Location .....Opalocka
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Perry
Membership .....NAB
Pres., Gen., Sta. Mgr.....Jonas Weiland
Comm., Sales, Prom. Mgr.....Jules Lillienthal
Prgm., Prod. Dir.....Denny Kirwan
Publicity Dir.....Ruth Kalin
Chief Engineer.....Ralph G. Tanner

WIVY

JACKSONVILLE—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WIVY, Inc.
Business-Studio Address...135 Riverside Ave.
Phone Number.....4-7722, 4-7723
Transmitter Location.....Springrove Ave. at A. C. & L. RR. Tracks
Air Time.....Local sunrise to local sunset
News Service.....INS
Transcription Service .....MacGregor
Membership .....NAB
Pres.-Comm. Mgr.....Frank L. Denton
Gen. Mgr.-Pgm. Dir.....Al Keirsey
Chief Engineer.....James W. Knoche

WJAX

JACKSONVILLE—1925—NBC

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Operated By..City of Jacksonville, Fla.
Business-Studio Address.....1 Broadcast Pl.
Phone Number 4-1681
Transmitter Location.....Hyde Park
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service...Thesaurus, Associated
Representative.John Blair; Harry E. Cummings
Membership .....BMB
Gen.-Sta. Mgr.-Chief Engr...John T. Hopkins III
Program Director.....Evelyn Boote
Production Manager.....J. W. Douglass
Chef Announcer.....Starlng Coleman
Musical Director.....Frank Morris

WJHP

JACKSONVILLE—1940—MBS

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....The Metropolis Co.
Business-Studio Address.....500 Laura St.
Phone Number 4-7711
Transmitter Location.....Lane Ave. Annex

Air Time.....6 a.m.-1 a.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....John H. Perry
Gen.-Sta. Mgr.....Reggie Martin
Publicity Director.....Charlie Harris
Chief Engineer.....Beecher Hagford

WMBR

JACKSONVILLE—1934—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Florida Bcstg. Co.
Business-Studio Address.....605 Main St. S., P.O. Box 5187
Phone Number.....9-4477
Transmitter Location....Lane & Stewart Aves.
Air Time.....6 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....World, Associated
Representative.....Avery-Knodel
Membership.....NAB, BMB
President-General Manager.....Frank King
Comm. Mgr.....Charles M. Stone
Program Director.....Roger O. Van Duzer
Chief Engineer.....Ernest B. Vordermark

WOBS

JACKSONVILLE—1948

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By....Southern Radio and Equipment Co.
Business-Studio Address...10 East Forsyth St.
Phone Number.....6-4231
Transmatter Location.....Gilmore Road
Air Time.....Sunrise to sunset
News Service.....AP
Station Representative.....Forjoe
President.....Jack Sharpe
General Manager.....Jim Macri
Commercial Manager.....R. H. Gunckel, Jr.
Program Director.....Wayne Farrell
Promotion Manager.....Fred Murphy
Chief Engineer.....William Askew

WPDQ

JACKSONVILLE—1942
ABC-FLA.-AMER. GROUP

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..Jacksonville Bcstg. Corp.
Business Address.....P. O. Box 1468
Phone Number.....4-4421
Studio Address.....Gulf Life Insurance Bldg.
Transmitter Location.....Lenox Ave.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Standard
Station Representative.....Katz
Membership.....BMB
President.....James R. Stockton
General-Station Manager....Robert R. Feagin
Commercial Manager.....Frank Taylor, Jr.
Sales Prom. Mgr.....Evelyn C. Cooper
Program Director.....James O. Hardin, Jr.
Publicity Dir.....Frieda J. Sanders
Chief Announcer.....Tommy Tucker
Musical Director.....Harold Cohn
Chief Engineer.....James R. Donavan

WJVB

JACKSONVILLE BEACH—1947—FBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By.....Jacksonville Beach Bcstg. Co.
Business-Studio Address.....Penman Rd.
Phone Number.....3674
Transmitter Location.....Penman Rd.
Air Time.....Sunrise to sunset
President.....H. A. Prather
General Manager.....Lester M. Combs
Chief Engineer.....Tom Kindell

WKWF

KEY WEST—1945—MBS-KBS

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By.....John M. Spottswood
Business Address.....P. O. Box 891
Phone Number.....510
Studio-Transmitter Location.....Stock Island
Air Time.....7 a.m. to M.
News Service.....UP
Transcription Service.....Thesaurus, Keystone
Membership.....NAB
Pres.-Gen. Mgr.....John M. Spottswood

WDSR

LAKE CITY—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Deep South Radioways
Business-Studio Address..126 No. Marion St.
Phone Number.....525
Transmitter Location..One mile south of Lake City on U.S. No. 41
Air Time.....6 a.m. to 10:05 p.m.
News Service.....AP
Transcription Service.....Associated
Membership.....NAB
Gen. Mgr. & Prin. Partner....Alfred H. Temple
Program Director.....Owen W. Parnacott
Chief Engineer.....Bruce Singleton

WLAK

LAKELAND—1936—NBC

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By...Lakeland Bcstg. Corp.
Business Address.....P. O. Box 1211
Phone Number.....2127
Studio-Transmitter Location.....Shore Acres, 1412 East Lime St.
Air Time.....5 a.m.-12:05 p.m.
News Service.....UP

Transcription Service .....Associated
Station Representative.....John E. Pearson
Membership .....BMB
Pres.-Gen.-Station Mgr.....S. O. Ward
Asst. Mgr., Chief Engineer.....William P. Lee
Comm., Sales Prom. Mgr.....Powell Adams
Program Director.....Maxine Tyner
Pub. Dir., Chief Announcer.....Bill Lee
Musical Director.....George Friend

WONN

LAKELAND—1949—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Coastal Bcstg. Co.
Business Address.....New Fla. Hotel
Phone Number 5117
Air Time.....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Co.Owners...Robert S. Taylor, Ted Covington, Duane McConnell
President.....Robert S. Taylor
Commercial Mgr.....Tom Barber
Program Dir.....Ted Covington
Chief Engineer.....Duane McConnell

WEAT

LAKE WORTH—1948—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....R. W. Rounsaville
Business-Studio Address.....Municipal Casino
Phone Number.....W. Palm Beach 7545
Transmitter Location.....Nineteenth Ave. No.
Air Time.....6:30 a.m. to 11:30 a.m.
News Service.....AP
Transcription Service.....Associated
Owner.....R. W. Rounsaville
Comptroller.....S. A. Wade
Station Manager.....Virgil K. Trimm
Commercial Manager.....C. J. Bennett
Program Director.....George Eubanks
Chief Announcer.....Bill Schoocraft
Chief Engineer.....Andrew Keicher

WLBE

LEESBURG-EUSTIS—1949

Frequency: 790 Kc.....Power: 1,000 Watts
Owned-Operated By.....WLBE, Paul Hunter
Business-Studio Address..1240 Floradel Ave., Leesburg
Phone Number.....Leesburg 552
Transmitter Location.....Silver Lake, Fla.
Air Time.....6:25 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
President .....Paul Hunter
General Manager.....Eleanor Hunter
Station-Commercial Mgr.....Robert Clinton
Program Director.....Pamela Clinton
Chief Anncr., Chief Engineer..Charles Castle

WNER

LIVE OAK—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Live Oak Bcstg. Co.
Business Address.....P. O. Box 655
Phone Number 1450
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Pres., Comm. Mgr.....John A. Boling
Gen., Prom. Mgr.....James W. Hayes
Program Dir.....V. L. Randolph
Chief Engineer.....C. S. Parker

WTYS

MARIANNA—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..John H. Phipps Radio Stas.
Business Address.....P. O. Box 565
Phone Number 650
Studio-Transmitter Address..U. S. Hway. 90, E.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Harry Cummings
President.....John H. Phipps
General Manager.....L. H. Graves
Station Manager.....Glenn Ferril
Commercial Manager.....H. C. Harris
Program Director.....Leslie Carroll
Production Director.....Lee Ferril
Chief Engineer.....Cal Howrigan

WMMB

MELBOURNE—1947

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By...Melbourne Bcstg. Corp.
Business-Studio Address.....Front St.
Phone Numbers 575-6
Transmitter Location.....Front St.
Air Time.....Local sunrise to sunset
News Service.....UP
Transcription Service .....World
Membership .....NAB
President.....William Shakespeare, Jr.
General Manager.....Austin V. Catterton
Commercial Manager.....Margaret Boyer
Program Director.....Victoria C. Martin
Chief Announcer.....James W. Hunt
Chief Engineer.....Kenneth R. Waltz
Farm Editor.....Norman O. Protsman

WFEC

MIAMI—1949

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By....Fla. East Coast Bcstg. Co.
Business Address.....350 N. E. 71st St.
Phone Number.....89-7534
Air Time .....Daytime
News Service .....UP

Transcription Service .....Cole
General Manager.....J. L. Williams, Jr.
Executive Dir.....L. K. Beznor
Commercial Mgr.....Richard D. Ward
Program Dir.....Robert Lyons
Promotion Mgr.....Beverly Deming
Chief Engineer.....G. J. Henke

WGBS

MIAMI—1939—CBS

Frequency: 710 Kc....Power: 50,000 Watts, d. 10,000 Watts, n.
Owned-Operated By....The Fort Industry Co.
Business-Studio Address..1605 Biscayne Blvd.
Phone Number.....9-2401
Transmitter Location....6½ mi. N.W. Hialeah
Air Time.....6 a.m.-1 p.m.
News Service.....AP
Transcription Service .....Lang-Worth
Station Representative.....Katz
Membership .....BMB
President.....George B. Storer, Sr.
Gen. Station Mgr.....Stanton P. Kettler
Commercial Manager.....Miller N. Babcock
Sales Prom. Mgr.....Frank Jaffe
Program Director.....Ewald Kockritz
Chief Announcer.....Jack Williams
Chief Engineer.....A. W. Shropshire

WIOD

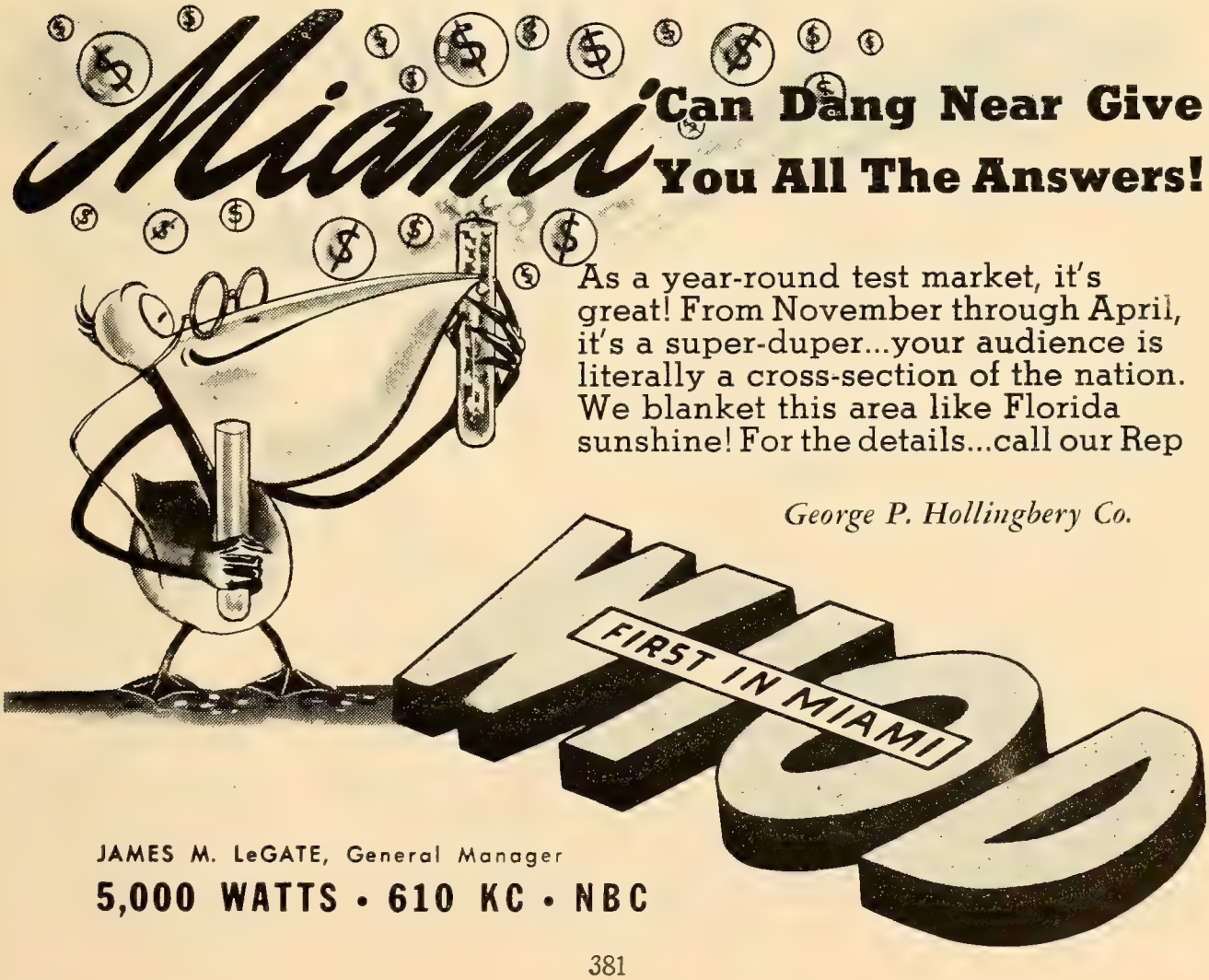
MIAMI—1926—NBC

Frequency: 610 Kc.....Power: 5,000 Watts
Owned-Oper. By..Isle of Dreams Bcstg. Corp.
Business-Studio Address...600 Biscayne Blvd.
Phone Number 3-6444
Transmitter Location.....Cameo Island
Air Time.....Unlimited
News Service .....AP, INS, UP
Transcription Service....Associated, Standard
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President.....Daniel J. Mahoney
Manager.....James M. LeGate
Commercial Manager.....Robert L. Fidlar
Program Director.....Scott Bishop
Prom. Pub. Dir.....Martha Henriquez
Musical Director.....Earl Barr Hanson
Chief Engineer.....M. C. Scott

WMIE

MIAMI—1947

Frequency: 1140 Kc...Power: 10,000 Watts, d., 5,000 Watts, n.
Owned-Operated By...Sun Coast Bcstg. Corp.
Business Address.....Everglades Hotel



Phone Number....3-5556
Transmitter Location..Sunset Rd. & Snapper Creek, So. Miami
Air Time....6 a.m.-4 a.m.
News Service....INS, AP, UP
Transcription Service....Associated
Representative....Forjoe
Membership....NAB, BMB
President....J. Allen Brown
General Manager....Robert G. Venn
Business, Comm. Mgr....John S. Allen
Merchandise Mgr....Roland Jones
Program Director....Ted Anthony
Music Librarian....Ruth Lee Jones
Chief Engineer....Russell Bennett

WQAM

MIAMI—1920—ABC-FA

Frequency: 560 Kc....Power: 5,000 Watts, d., 1,000 Watts, n.
Owned-Operated By....Miami Bcstg. Co.
Business-Studio Address....duPont Bldg.
Phone Number....2-6121
Transmitter Location...1425 N.E. Bayshore Ct.
Air Time....5:55 a.m.-12:05 a.m.
News Service....AP
Transcription Service....World, Associated
Representative....John Blair, Cummings
Membership....NAB, BMB
President....John S. Knight
General-Station Mgr....Owen F. Uridge
Comm., Sales, Prom. Mgr....Harry Camp
Pgm., Prod., Pub. Dir....Marjorie Christopher
Musical Dir....Walt Svelha
Chief Engineer....Gene Rider

WWPB

MIAMI—1947

Frequency: 1450 Kc....Power: 250 Watts
Owned-Operated By....Paul Brake
Business-Studio Address....414 S.W. 2nd Ave.
Phone Number....3-7405
News Service....AP
Transcription Service....World
Representative....Donald Cooke
Owner, Gen., Comm. Mgr....Paul Brake
Program Dir....Bill Johns
Prom. Mgr....Ed Derryberry
Chief Engineer....Jack Wilson

WKAT

MIAMI BEACH—1937—MBS

Frequency: 1360 Kc....Power: 5,000 Watts, d., 1,000 Watts, n.
Owned-Operated By....WKAT, Inc.
Business-Studio Address....1759 Bay Rd.
Phone Number....5-5711
Transmitter Location....1759 Bay Rd.
Air Time....6 a.m.-M.
News Service....UP
Transcription Service....Standard, Cole
Station Representative....Weed
President....A. Frank Katzentine
General Mgr., Exec. V.P....John I. Prosser
Chief Announcer....Robert Beutel
Chief Engineer....Arthur P. Smith

WMBM

MIAMI BEACH—1947

Frequency: 800 Kc....Power: 1000 Watts d.
Owned-Oper. By....Biscayne Bcstg. Co., Inc.
Business-Studio-Transmitter Address..McArthur Causeway Terminal
Phone Number....5-5586
Air Time....Daytime
News Service....UP
Transcription Service....Standard, Capitol
Representative....Ra-Tel
President....Kenneth S. Keyes, Sr.
Gen., Sta., Comm. Mgr....Kenneth S. Keyes, Jr.
Sales Prom., Pub. Dir....Dick Parker
Pgm., Production Dir....George Chamberlin
Chief Announcer....Arnold C. Kauffman
Chief Engineer....Jack D. Miller

WTMC

OCALA—1939—MBS

Frequency: 1290 Kc....Power: 1000 Watts
Owned-Operated By....Ocala Bcstg. Co., Inc.
Business-Studio Address....P. O. Box 831
Phone Numbers....128, 185
Studio Address....1 Broadcast Pl.
Transmitter Location..RFD Ocala, State Rd. 500
Air Time....6 a.m.-M.
News Service....UP
Transcription Service....Lang-Worth
Representative....Perry Associates
President....John H. Perry
Gen. Mgr., Pgm., Pub. Dir....T. S. Gilchrist, Jr.
Sta. Mgr., Prod. Dir....John F. Nicholson
Comm., Sales Prom. Mgr....Carl J. Reinhardt
Chief Engineer....W. P. Callahan
Farm Editor....James Smith

WDBO

ORLANDO—1925—CBS

Frequency: 580 Kc....Power: 5000 Watts
Owned-Operated By...Orlando Bcstg. Co., Inc.
Business-Studio Address....P. O. Box 3707, 30 S. Ivanhoe Blvd.
Phone Number....6181
Transmitter Location....222 Hazard St.
Air Time....4:55 a.m.-1:05 a.m.
News Service....AP, UP
Transcription Service....World, Thesaurus, Associated
Representative....John Blair, Harry Cummings
Membership....NAB, BMB
Pres., Gen. Mgr....George C. Johnston
V.P., Station Mgr....Harold P. Danforth

Natl. Sales-Prog. Dir.....W. G. McBride
Local Sales Director.....John M. Pedrick
Musical Director.....Walter D. Kimble
Chief Engineer.....J. E. Yarbrough
Farm Editor.....Carter Scofield

WHOO

ORLANDO—1947—ABC-FAG

Frequency: 990 Kc.....Power: 10,000 Watts d.; 5000 Watts n.
Owned-Oper. By..Orlando Daily Newspapers, Inc.
Address.....Fort Gatlin Hotel
Phone Number 9900
Transmitter Location.....Old Fairvilla Rd.
Air Time.....6 a.m.-12:30 a.m.
News Service .....AP
Transcription Service .....Standard
Representative .....Ra-Tel
President .....Martin Anderson
Gen., Sta., Comm. Mgr.....Clarence Bracey
Sales Prom. Mgr.....Travis Messer
Pgm., Prod. Dir., Chief Anncr.....Tom Sawyer
Pub. Dir.....Betty J. Kline
Chief Engineer.....Gene Dashiell

WLOF

ORLANDO—1940—MBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By.....Hazelwood, Inc.
Business-Studio Address.....Angebilt Hotel
Phone Number 8163
Transmitter Location.....Near Orlo Vista
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President.....William Joe Sears
V.P., Gen. Mgr.....J. Allen Brown
Comm. Mgr.....Don R. Colee
Prom. Mgr., Pub. Dir.....Ruth Bartlett
Program Director.....R. Donahue
Chief Engineer.....Dodd Daniel

WORZ

ORLANDO—1946—NBC

Frequency: 740 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Florida Bcstg. Co.
Business-Studio Address.....P. O. Box 2231
Phone Number 2-2451
Studio Address.....740 N. Orange
Transmitter Location.....Winter Garden Rd.
Air Time.....6 a.m.-1:05 a.m.
News Service .....AP
Transcription Service .....Standard
Representative .....Weed
Membership .....NAB, BMB
President .....James Dandelake
Gen., Comm. Mgr.....Eugene D. Hill
Station Manager.....W. O. Murrell, Jr.
Sales Prom. Mgr.....Sammy Roen
Program Dir.....Tony Chastain
Chief Anncr., Farm Editor.....Lou Kennedy
Musical Director.....Gordon Towne
Chief Engineer.....John W. Bassett

WWPF

PALATKA—1947

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By.....Palatka Bcstg. Co.
Business-Studio-Transmitter Address..900 Block of River St.
Phone Number 354
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Partners.....L. C. McCall, J. E. Massey
Gen.-Station Manager.....L. C. McCall
Commercial Manager.....Herb Young
Program Dir.....Bruce E. Wilson
Publicity Dir.....Robert F. James
Chief Engineer.....L. C. McCall

WWPG

PALM BEACH—1941—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Palm Beach Bcstg. Co.
Business Address.....South Ocean Blvd.
Phone Number.....West Palm Beach 2-1515, Lake Worth 5345
Transmitter Location.....South Ocean Blvd.
Air Time .....Unlimited
News Service .....INS
Transcription Service..Lang-Worth, Thesaurus, World
Representative .....Perry
President, Gen. Mgr.....Charles E. Davis
Station-Comm. Mgr.....Donald S. Greenlief
Chief Engineer.....Clyde E. Walkden

WDLP

PANAMA CITY—1940
FFN—LIBERTY

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By..Panama City Bcstg. Co., Inc.
Business-Studio Address.....West Beach Dr.
Phone Number 777
Transmitter Location.....North Springfield
Air Time.....5:30 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representative.....Perry Associates
President.....John H. Perry
Gen.-Sta.-Comm. Mgr.....Byron Hayford
Sales Prom. Mgr.....John Thomas
Chief Engineer.....Elmer Scott

WPCF

PANAMA CITY—1949—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Bay County Bcstg. Co.
Address.....15th & McKenzie
Phone Numbers.....2662-2877
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service...RCA Victor Thesaurus
Gen., Sta., Comm. Mgr.....E. L. DuKate, Jr.
Program Dir.....Eleanor Whitelaw
Chief Announcer.....Ray Hardin
Musical Dir.....Bill Ward
Chief Engineer.....Leon Hance

WBSR

PENSACOLA—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Escambia Bcstg. Co., Inc.
Business Address.....P. O. Box 1351
Phone Number 6173-4
Studio.-Transmitter.....N. O & Moreno Sts.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Robert Meeker
President, Gen. Mgr.....Ruth Braden
Sta.-Comm. Mgr.....Jack Rathbun
Sales Promotion Manager.....C. I. Smith
Chief Engineer.....G. Bert Mead

WCOA

PENSACOLA—1926—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....Pensacola Bcstg. Co.
Business-Studio Address....San Carlos Hotel
Phone Number 4111
Transmitter Location.....Cary's Lane
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....John H. Perry Associates
President.....John H. Perry
Gen.-Station Mgr.....J. Holliday Veal
Commercial Manager.....Irving Welch
Sales Promotion Manager.....Pauline Heller
Program Director.....Russell Hirsch
Publicity Dir.....Ann Martin
Chief Engineer.....Harold Heath

WEAR

PENSACOLA—1947—MBS—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Gulfport Bcstg. Co.
Business-Studio Address.....Smith Shipyard
Phone Number 8-4449
Transmitter Location.....Smith Shipyard
Air Time.....6 a.m.-10:15 p.m.
News Service .....AP
Representative.....John E. Pearson
President.....T. J. Carroll
General Manager.....Earle Fletcher
Comm., Sales Prom. Mgr.....Mel Wheeler
Pgm., Prod. Dir.....LeRoy Morris
Chief Engineer.....Howard Grove

WPLA

PLANT CITY—1949

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....W. A. Smith
Business Address.....Hopewell Rd.
Phone Number 526
Air Time .....Daytime
News Service .....UP
Manager .....Leon Lloyd

WCNH

QUINCY—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Quincy Bcstg. Corp.
Business Address.....Box 190, Quincy
Phone Number 300
Studio-Transmitter Location....Shelfer Heights
Air Time.....6 a.m.10 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
President.....Richard J. Gardner
General Manager.....A. B. Letson
Comm. Manager.....R. B. Bush
Program Director.....Norman Keller
Chief Engineer.....A. B. Letson

WFOY

ST. AUGUSTINE—1934—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Fountain of Youth Bcstg. Co.
Business-Studio-Transmitter
Address .....Magnolia Ave.
Phone Number 1622
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Representative .....Avery Knodel
Membership .....NAB
President.....J. C. Bell
Gen.-Sta.-Comm. Mgr.....John E. Bernhard, Jr.
Prog.-Prod.-Musical
Director.....Mrs. Frankye C. Walker
Publicity Director.....Patsy Hernandez
Chief Announcer.....Fred Schilling
Chief Engineer.....Ernest Raistrick
Farm Editor.....Bob Sheppe

WSUN

ST. PETERSBURG—1938—ABC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By....City of St. Petersburg
Business Address.....Recreation Pier
Phone Number 7-4747-8
Transmitter Location...Bayview, RFD No. 2,
Box 81, Clearwater

Air Time .....Unlimited
Representative .....Weed
Membership .....NAB, BMB
Manager, Director.....George D. Robinson

WTSP

ST. PETERSBURG—1939—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....Pinellas Bcstg. Co.
Business-Studio Address.....Times Bldg.
Phone Number 7-8108
Transmitter Location.....Gandy Blvd.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Capitol
Representative.....John E. Pearson
Membership .....NAB
Chief Owner.....Nelson Poynter
President.....Irwin A. Simpson
V.P., Gen. Mgr.....F. J. Kelly
V.P., Prod. Dir.....Herbert T. Anderson
Comm. Mgr.....L. L. Wildman
Prom., Prog. Dir.....Jack Faulkner
Chief Announcer.....Richard Bingham
Chief Engineer.....William D. Mangold

WTRR

SANFORD—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Myron A. Reck
Business Address.....Box 1541
Phone Number 999
Studio-Transmitter.....1110 E. First St.
Air Time.....Unlimited
News Service .....UP
Gen. Mgr.....Myron A. Reck
Comm. Mgr.....Dick Aiken
Program Dir.....J. Marion Harman, Sr.
Chief Engineer.....Emerson Brown

WKXY

SARASOTA—1949

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sarasota Bcstg. Co.
Business Address.....P. O. Box 2431
Phone Number 3666
Air Time .....Daytime
News Service .....AP
Transcription Service .....Capitol
Co.-Owners.....A. G. Fernandez, William P. Carey, C. J. Fernandez, G. Fernandez
Gen. Mgr., Chief Engr.....A. G. Fernandez
Comm. Mgr.....William P. Cary
Program Dir.....Robert W. Hanesworth

WSPB

SARASOTA—1939—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WSPB, Inc.
Business Address.....P. O. Box 1110
Phone Number 2564-5
Studio-Transmitter Address.....City Island
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....BMB
President.....Robert C. Jones, Jr.
General-Station Manager....John B. Browning
Commercial Manager.....John H. Bennett
Pgm., Prod., Pub. Dir.....David Hale
Chief Announcer.....Larry Mansfield
Chief Engineer.....James E. Grant

WTAL

TALLAHASSEE—1935—MBS—CBS

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Oper. By.....John H. Phipps Radio Stations
Business Address.....P. O. Box 989
Phone Number 2160
Studio Address.....Cherokee Hotel
Transmitter Location.....Lake Bradford
Air Time.....5:45 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representatives .....Blair, Cummings
Membership .....NAB, BMB
President.....John H. Phipps
General Manager.....L. Herschel Graves
Program Director.....Joe Hosford
Chief Engineer.....W. A. Snowden, Jr.
Farm Editor.....Alton Brock

WTNT

TALLAHASSEE—1946-ABC-KBS-FAG

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Tallahassee Appliance Corp.
Business-Studio Address.....Floridan Hotel
Phone Number.....2691, 2836
Transmitter Location.....East Park Ave.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....Thomas F. Clark
Membership .....NAB
President, General Manager..Frank W. Pepper
Comm., Sales Prom. Mgr.....John Bartlett
Sta. Mgr., Pgm. Dir.....Frank W. Hazelton
Chief Engineer.....Charles Clifton

WALT

TAMPA—1946—SCBS

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tampa Bcstg. Co.
Business-Studio Address....401 West Tyler St.
Phone Number 2-7921

Transmitter Location.....411 West Tyler St.
Air Time .....Daytime
News Service .....AP
Transcription Service.....Lang-Worth,SECAC
Representative.....John H. Perry
Membership .....NAB
Pres., Gen.-Sta. Mgr.....W. Walter Tison
Chief Announcer.....Gene Garcia
Musical Director.....Neil Ficken
Chief Engineer.....J. B. Tison
Farm Editor.....Sandy Geer

WDAE

TAMPA—1922—CBS

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....Tampa Times Co.
Business Address.....P. O. Box 2409, 114 N. Franklin St.
Phone Number 2-2911
Studio Address.....Tampa Times Bldg.
Transmitter Location.....Forrest Hills Country Club Area
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....Katz
Membership .....NAB
President.....David E. Smiley
Gen.-Sta.-Comm. Mgr.....L. Spencer Mitchell
Prog.-Prod.-Publicity Dir...Kenneth W. Skelton
Musical Director.....Edward C. Walker
Chief Engineer.....William Pharr Moore
Farm Editor.....Mark E. Swingley

WFLA

TAMPA—1925—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....Tribune Co.
Business Address.....P. O. Box 1410
Phone Number H-1828
Studio Address.....Seminole Bldg.
Transmitter Location.....East Entrance Campbell Causeway, Columbus Dr.
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service...Thesaurus, Lang-Worth
Representative..John Blair, Harry E. Cummings
Membership .....NAB
Sta-Gen. Mgr.....Charles G. Baskerville
Commercial Manager.....Bert A. Arnold
Sales Prom. Mgr., Pub. Dir.....Tom Matthews
Prog.-Prod. Director.....Paul M. Jones
Chief Announcer, Farm Editor.....Mardi Liles
Musical Director.....Frank Grasso
Chief Engineer.....Joseph Mitchell

FLORIDA

WHY IS AP THE BEST?

BECAUSE—AP members decide what AP shall be. Their decision has made AP unequalled in covering the news of the world...RAPIDLY...TRUTHFULLY ... FULLY ... ACCURATELY.

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FLORIDA

WHBO

TAMPA—1948

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By..Harold A. & Harry J. Dunlap
Business Address.....P. O. Box 9145
Phone Number 33-2251
Studio Address.....Sulphur Springs Hotel, 8122 Nebraska Ave.
Transmitter Location.....11001 Florida Ave.
Air Time.....Local sunrise-sunset
News Service .....AP
General Manager.....Harold A. Dunlap
Business Manager.....Harry J. Dunlap
Sales Prom. Manager.....Richard P. Baker
Prog.-Musical Dir.....Ann Bowman
Traffic Dir.....Betty Strong
Chief Engineer.....Maurice Scott

WIRK

WEST PALM BEACH—1947—MBS SCBS

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By.....Ken-Sell, Inc.
Business Address.....Box 2148
Phone Number 2-1744
Studio Address.....Citizens Bldg.
Transmitter Location.....S. Military Trail
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Associated
Representative.....Joseph Hershey McGillvra
Membership .....NAB
Pres., Gen., Sta. Mgr.....Joseph S. Field, Jr.
Pgm. Prod. Dir.....James C. Steele, Jr.
Chief Anncr., Mus. Dir....James W. Anderson
Chief Engineer.....William P. Heitzman

WJNO

WEST PALM BEACH—1937—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WJNO, Inc.
Business-Studio Address...1500 N. Flagler Dr.
Phone Number 2-3638
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Robert Meeker
Membership .....NAB
President .....Marshall Heminway
Gen.-Sta. Mgr.....Stephen P. Willis
Chief Engineer.....Otis C. Wright

WSIR

WINTER HAVEN—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Citrus Belt Bcstrs., Inc.
Business-Studio Address...132 Third St., S.W.
Phone Number 31-313
Transmitter Location.....Lake Howard Dr.
Air Time.....6 a.m.-M.
News Service .....UP
Membership .....BMB
President.....Frederick L. Allman
General Manager.....Larry Rollins
Program Director.....Richard Tyrich
Chief Announcer.....Richard Teller
Chief Engineer.....L. Orden Craig

GEORGIA

Estimated Population 3,196,000—Increase +2.3%—Radio Homes 859,000
Radio Families 872,000—Stations in State 71

WALB

ALBANY—1940—MBS

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By....Herald Publishing Co.
Address .....Leesburg Road
Phone Number 1590
Air Time.....Unlimited
News Service .....AP
Transcription Service.....World
Representative .....Burn-Smith
Membership .....NAB
President.....James H. Gray
General-Station-Commercial Manager.....H. L. Tallman
Pgm., Prod. Pub. Dir.....David K. Fulton
Chief Announcer.....Bill Bowick
Chief Engineer.....Ernest Ruckle

WGPC

ALBANY—1933—CBS—GSN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Albany Bdcstg. Co.
Business-Studio Address....New Albany Hotel
Phone Number 1371
Transmitter Location.....Gillionville Road
Air Time.....6:45 a.m.-12:05 a.m.
News Service .....UP
Transcription Service.....Standard
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President.....J. W. Woodruff
Executive Manager.....J. W. Woodruff, Jr.
Sta.-Comm.-Sales Prom. Mgr.....L. M. George
Program-Production Director....Walter H. Flint
Chief Engineer.....Redus A. Carlton
Farm Editor.....Bill Fowler

WDEC

AMERICUS—1947—MBS-GALS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Americus Bdcstg. Co.
Business-Studio Address...109½ Windsor Ave.
Phone Number.....3681-3682
Transmitter Location.....McGarrah St.
Air Time.....6:15 a.m.-11:15 p.m.
News Service.....AP
Transcription Service .....Continental
Membership .....NAB
Pres., Gen. Mgr.....James R. Blair
Sta.-Pgm. Dir.....Charles C. Smith
Chief Engineer.....Lloyd E. McKinney

WGAU

ATHENS—1938—CBS-KBS-GALS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..J. K. Patrick & Company
Business-Studio Address.....Bobbin Mill Road
Phone Number 1741-2
Transmitter Location.....Bobbin Mill Road
Air Time.....6:50 a.m.-12:05 a.m.
News Service .....AP
Transcription Service.....Standard, Keystone
Membership ..... BMB
President.....J. K. Patrick
Gen., Sta., Comm. Mgr.....R. Lewis Doster
Program Dir.....Mary L Betts
Chief Announcer.....Sol Abrams
Chief Engineer.....Bill Evans

WRFC

ATHENS—1948

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Athens, Inc.
Business-Studio Add.....279½ N. Lumpkin St.
Phone Number.....446-7
Studio-Transmitter Location.....Lake Road
Air Time.....Sunrise to Sunset
News Service.....UP
Transcription Service.....Associated
Membership .....NAB, BMB
President-General Manager.....L. H. Christian
Commercial Manager.....Claude Williams, Jr.
Program-Publicity Director..Charles A. McClure
Chief Announcer-Musical
Director.....Rhett Turnipseed
Chief Engineer.....L. D. Drewry

WAGA

ATLANTA 1937—CBS—GMMT

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Fort Industry Co.
Business-Studio Address..Western Union Bldg.
Phone Number.....Main 5900
Transmitter Location.....North Druid Hill Rd.
Air Time.....Unlimited
News Service .....AP
Representative .....Katz
Membership .....NAB, BMB
President.....George B. Storer, Sr.
General Manager.....Lee B. Wailes
Station Manager.....James E. Bailey
Commercial Manager.....Claude H. Frazier
Sales Prom. Mgr., Pub. Dir.....Lidie Lee
Program-Production Director-
Chief Announcer .....William McCain
Musical Director.....Marijane Bouleware
Chief Engineer.....Paul B. Cram
Farm Editor.....Dale Clark

WATL

ATLANTA—1931

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....Atlanta Bcstg. Co.
Business Address.....Henry Grady Bldg.,
Phone Number.....Walnut 4377
Transmitter Location.....Loghaven Dr.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service...Lang-Worth, Standard
Representative .....Forjoe
Membership .....NAB
President .....J. W. Woodruff, Sr.
General Mgr.....Maurice C. Coleman
Program Dir.....David Ruark
Chief Engineer.....Ellis Bryant, Jr.

WBGE

ATLANTA—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....General Bcstg. Co.
Bus.-Studio Address.....George Terrace Hotel
Phone Number.....VErnon 1194
Transmitter Location.....S. Pine St.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Lang-Worth
Representative .....Burn-Smith
President .....Mike Benton
General Manager.....David J. Holt
Sales Manager.....Samuel Kane
Program Director.....Marilyn Bradham
Promotion Manager.....Ralph Black
Chief Engineer.....David J. Holt
Asst. Chief Engineer.....Howard Parrish

WCON

ATLANTA—1947—ABC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Atlanta Constitution
Publ. Co.
Business-Studio Address.....Constitution Bldg.
Phone Number.....LAmar 4545
Transmitter Location..DeFoors Ferry Road, NE
Air Time.....5:30 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service.....World
Representative .....Headley-Reed
Membership ..... BMB

President.....Clark Howell
General Manager.....David Carpenter
Commercial Manager.....Crenshaw Bonner
Sales Prom. Mgr., Pub. Dir..Edward Pentecost
Program Director.....Marguerite Uhry
Prod. Dir.....Don Elliot
Chief Engineer.....Harvey Aderhold
Farm Editor.....Channing Cope

WEAS

ATLANTA-DECATUR—1947

Frequency: 1010 Kc....Power: 10,000 Watts d.
Owned-Oper. By....Eurith Dickinson Rivers, Jr.
Bus.-Studio Address....217 W. Ponce de Leon Ave.
Phone Number.....Dearborn 2521
Transmitter Location....Lawrenceville Hiway
Air Time.....6 a.m.-7:45 p.m.
News Service.....AP
Transcription Service.....World
Representative.....Pearson
Owner-General Mgr.....E. D. Rivers, Jr.
Asst. to Owner.....Mrs. E. D. Rivers, Jr.
Program Dir., Prom. Mgr.....Warren Roberts
Production Director.....Ned Lukens
Chief Engineer.....William Hall Keller
Farm Editor.....Jack Nobles

WGST

ATLANTA—1923—MBS

Frequency: 920 Kc.....Power: 5000 Watts d.; 1000 n.
Owned-Operated By....Board of Regents, University System of Ga., behalf Ga. Institute of Technology
Business-Studio Address.....Forsyth Bldg., Post Office Box 674
Phone Number.....Walnut 8441
Transmitter Location.....Cheshire Bridge Rd.
Air Time.....5:30 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....George P. Hollingbery
Membership.....BMB
Chairman Bd. of Regents.....F. M. Spratlin
General Manager.....John Fulton
Sales Promotion Manager.....Paul Sanford
Program Director.....Jack Kelly
Production Director.....Don Naylor
Publicity Director.....Paul Sanford
Chief Engineer.....Ben Akerman

THEY LIVE IN 37 BOOMING GEORGIA COUNTIES

(258,580 Radio Families)*

MOST OF THESE LISTEN TO AND BELIEVE IN WGST

(166,900 or nearly 65%)*

THEY'LL LISTEN TO YOUR STORY. HIT 'EM WHERE THEY LIVE!

(At one of the lowest per-listener rates in the South.)

*BMB

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5000 WATTS
1000 W NIGHTS
920 Kc



Janus

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1950 will be even more significant. For the policy of market dominance with superior programs will be maintained — and augmented.

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wsb-tv

ON PEACHTREE STREET

WSB, AM and FM, and WSB-TV are owned and operated by The Atlanta Journal

WERD

ATLANTA—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Atlanta, Inc.
Business-Studio Add...274½ Auburn Ave., NE
Phone Number.....Lamar 0666-7-8
Transmitter Location....Fairmount Street, NW
Air Time .....Daytime
Pres., Gen. Mgr.....J. B. Blayton, Sr.
Station Mgr.....J. B. Blayton, Jr.
Commercial Manager.....Clayton J. Cosse
Sales Prom. Mgr.....Roderick B. Harris
Program Dir.....A. Kenneth Knight
Chief Engineer.....William F. Kennedy

WQXI

ATLANTA—1948

Frequency: 790 Kc.....Power: 5000 Watts d.
Owned-Operated By.....R. W. Rounsaville
Business-Studio Address.....Peachtree at Mathieson
Phone Number.....CHerokee 2196
Transmitter Location.....Cheshire Bridge Rd.
Air Time .....Daytime
News Service.....UP
Transcription Service.....World, TBS
Membership .....NAB
Pres., Gen. Mgr.....R. W. Rounsaville
Commercial Manager.....Sam Davis
Prod. Mgr., Farm Editor.....Ray McCay
Program Dir.....Bob Corley
Musical Director.....Rosemary Jones
Chief Engineer.....Harold Price

WSB

ATLANTA—1922—NBC

Frequency: 750 Kc.....Power: 50000 Watts
Owned-Operated By..Atlanta Journal Company
Business-Studio Address.....Biltmore Hotel
Phone Number.....HEmlock 1045
Transmitter Location.....Tucker
Air Time.....5:15 a.m.-1:30 a.m.
News Service.....AP, UP
Transcription Service....Associated, Standard
Representative .....Edward Petry
Membership .....NAB, BMB
Managing Director.....J. Leonard Reinsch
Station Manager.....John M. Outler, Jr.
Commercial Manager.....Frank Gaither
Sales Promotion Manager....Vincent C. Piano
Program Director.....Marcus Bartlett
Traffic Dir.....George Crumbley
Publicity Director.....Wayne L. Anderson
Chief Engineer.....C. F. Daugherty
Farm Editor.....Dudley McCaskill

WBBQ

AUGUSTA—1946
LIBERTY—GA—PALMETTO

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Savannah Valley Bdcstg. Co.
Business-Studio-Transmitter Location.....515 Jefferson Davis Avenue
Phone Number.....4-5441
Air Time.....Unlimited
News Service .....AP
Representative .....Walker
Pres.-Gen., Sta. Mgr.....George G. Weiss
Comm. Mgr., Prod. Dir.....John W. Watkins
Sales Prom. Mgr.....Russell Poteet
Program Director.....George M. Scott
Publicity Dir.....Ed Dunbar
Chief Announcer, Musical Director.....Bob Nelson
Chief Engineer.....Marvin Tarpley
Farm Editor.....Jack Lenz

WGAC

AUGUSTA—1940—ABC

Frequency: 580 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....The Twin States Bcstg. Co.
Business-Studio Address.....WGAC Bldg.
Phone Number.....2-2692
Transmitter Location.....Martinez
Air Time.....5:30 a.m.-M.
News Service.....UP
Transcription Service.....Thesaurus
Representative .....Avery-Knodel
Membership .....NAB
Pres., Gen. Mgr.....A. D. (Jess) Willard, Jr.
Station Mgr.....Donald MacDonald
Program Dir.....Warren Hites
Production Director.....John G. Lyon
Publicity Director.....Douglas Alford
Musical Dir.....Jack Francis
Chief Engineer.....John Jopling
Farm Editor.....J. W. Chambers

WJBF

AUGUSTA—1945—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Georgia-Carolina Bcstg. Co.
Bus.-Studio Address..15 Eighth St., Cotton Row
Phone Number.....4-2421
Transmitter Location.....Sunset Ave.
Air Time.....6:00 a.m.-M.
News Service.....UP
Transcription Service .....World
Representative .....Taylor-Boroff
Membership .....NAB
Pres., Gen. Mgr.....J. B. Fuqua
Station Mgr.....D. M. Kelly, Jr.

Commercial Manager.....Steve Manderson
Sales Prom. Mgr., Pub. Dir....Fred Runde, Jr.
Program Dir.....John Vance
Prod., Musical Dir.....Thomas Hennesy
Chief Announcer.....Hugh Alison
Chief Engineer.....C. M. Callicott

WRDW

AUGUSTA—1930—CBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Augusta, Inc.
Business-Studio Address....8th & Broad Streets
Phone Number.....2-8805, 2-8806, 2-8807
Transmitter Location.....Berckmans Rd.
Air Time.....Unlimited
News Service .....UP
Transcription Service.....Lang-Worth
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President.....Ernest D. Black
Gen. Sta. Mgr.....W. R. Ringson
Commercial Mgr.....James S. Ayers
Program Director.....Charles H. Pointel
Production Director.....Raymond Culpepper
Chief Announcer.....Pat Mulherin
Musical Director.....Charles H. Pointel
Chief Engineer.....Rabun F. Bobo
Farm Editor.....Gerald A. Chelton

WMGR

BAINBRIDGE—1946—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....S. Marvin Griffith
Address..... Faceville Hiway
Phone Number 776
General Mgr.....S. Marvin Griffith

WGIG

BRUNSWICK—1949

Frequency: 1440 Kc.....Power: 1,000 Watts
Owned-Operated By...Brunswick Bcstg. Corp.
Business-Studio Address.....1514 Union St.
Phone Number 2714
Transmitter Location.....Blythe Island
Air Time.....7 a.m.-M.
News Service .....AP
Transcription Service.....Associated
Membership .....NAB, BMB
President.....Norman A. Way
General Manager.....Alan Burke
Commercial Mgr.....John Lane
Pgm. Dir., Chief Announcer.....Ted Booth
Publicity Dir.....Ammie Ree Penn
Musical Dir.....Sue Shaw
Chief Engineer.....Herman Lange
Farm Editor.....Eddie Wade

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Secretary: W. F. Caldwell—AP Chief of Bureau
Continuing Study Committee Chairman: W. B. Estes—WGAA, Cedartown

GEORGIA

WMOG

BRUNSWICK—1940—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Coastal Bcstg. Co., Inc.
Address.....St. Simons Island Causeway
Phone Number.....1500
Air Time.....7:00 a.m.-M.
News Service.....UP
Transcription Service .....Lang-Worth
Membership ..... BMB
President.....Alma W. King
Gen.-Sta.-Comm. Mgr.....Kenneth E. White
Chief Engineer.....Sidney Hargraeves

WLBB

CARROLLTON—1947—GALS

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Carroll Bcstg. Co., Inc.
Business-Studio Address...Peoples Bank Bldg.
Phone Number.....980-981
Transmitter Location.....Cedar St.
Air Time .....Daytime
News Service.....UP
Transcription Service.....SESAC, Lang-Worth
Membership ..... NAB
General Mgr.....Thomas K. Vassey
Commercial Manager.....Chessley F. Hooper
Program Director.....James C. Dunaway
Prom. Mgr.....Dale C. Smith
Chief Engineer.....Chessley F. Hooper

WBHF

CARTERSVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. R. Frier
Address.....P. O. Box 71, Dallas Road
Phone Number 1200
Air Time.....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Gen., Pgm. Dir.....W. Ryan Frier
Chief Engineer.....John H. Doherty

WGAA

CEDARTOWN—1941
ABC-KBS-GALS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....NW. Ga. Bdcstg. Co.
Business-Studio Address....West Theatre Bldg.
Phone Number.....Cedartown 777,570
Transmitter Location.....Rome Highway
Air Time.....6:00 a.m.-M.
News Service.....AP
Transcription Service .....World
Membership.....NAB, BMB
President.....O. C. Lam
General-Comm. Mgr. .....William B. Estes
Program Director.....Rowena W. Murphy
Prom. Mgr.....Paul Mason

WDAK

COLUMBUS—1943—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Radio Columbus, Inc.
Business-Studio Address.....1320 Broadway
Phone Number.....5447
Transmitter Location.....Brickyard Road
Air Time.....5:45 a.m.-1:05 a.m.
News Service.....AP
Transcription Service.....World
Station Representative.....Headley-Reed
Membership.....NAB, BMB
President-General Manager..Allen M. Woodall
Station Manager.....Miles H. Ferguson
Comm., Sales Prom. Mgr.....William Massie
Program-Publicity Dir.....John Nolan
Prod. Dir., Chief Anncr.....Joe Byars
Musical Director.....Frances Gladdin
Chief Engineer.....Hudie Brown
Farm Editor.....Betty Vann

WGBA

COLUMBUS—1947—ABC-MBC

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By....Ga.-Ala. Bdcstg. Corp.
Business-Studio Address....1213½ Broadway
Phone Number.....3-3603
Transmitter Location.....Morris Rd.
Air Time .....Unlimited
News Service .....AP, UP
Transcription Service .....Lang-Worth
Representative ..... Branham
Membership.....NAB, BMB
President.....A. H. Chapman, Sr.
Gen., Comm., Mgr.....Walter M. Windsor
Pgm., Pub. Dir., Chief Anncr....Ridley Bell, Jr.
Pub. Service Dir. .....James R. Cook
Continuity Director.....Howard Garland
Chief Engineer.....William R. Atkinson

WRBL

COLUMBUS—1928
CBS-GA. B. S.-GA. SPORTS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Columbus Bdcstg. Co.
Business-Studio Address..13th Ave. & 14th St.
Phone Number.....2-0601
Transmitter Location.....Phenix City, Ala.
Air Time.....5:30 a.m.-1:05 a.m.
News Service.....INS, UP
Transcription Service.....Standard
Representative.....George P. Hollingbery
Membership .....NAB, BMB
Partner.....J. W. Woodruff
Exec. Mgr., Ptnr., Sta. Mgr. J. W. Woodruff, Jr.
Sales Mgr.....B. Ed Johnson
Promotion Mgr.....Walter Mitchell
Pgm., Prod. Dir.....George Gingell
News Director.....George Theeringer
Chief Engineer.....J. A. Gamble
Farm Editor.....Douglas Gary

WMJM

CORDELE—1940—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Southeastern Bcstg. System
Business-Studio Address....20th Ave. & B St.
Phone Number 666
News Service .....UP
President.....James S. Rivers
General Mgr.....William E. Blizzard, Jr.
Comm., Prom. Mgr.....Willard Belote
Program Dir.....Bryant Lane
Chief Engineer.....Reo Chairland

WMOC

COVINGTON—1946—MBS-KBS GA. SPORTS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....The Covington News, Inc.
Business Address.....114-22 Pace St.
Phone Number 2274
Studio-Transmitter Location.....Monticello St
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Transcription Service .....World
Representative.....Ga. Assn. Local Stations
President.....Belmont Dennis
General-Station-Commercial Manager.....W. Thomas Hay
Sales Prom. Mgr., Prod., Pub. Dir...S. G. Turner
Program Director.....W. I. Allgood
Chief Anncr., Musical Dir.....Roy Jones
Chief Engineer.....Robert L. White, Jr.
Farm Editor.....Leo Mallard

WBLJ

DALTON—1940—MBS-GALS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Dalton Bdcstg. Corp.
Business-Studio Address....111 South Fentz St.
Phone Number 1180-1
Transmitter Location.....River Bend Rd.
Air Time.....6:30 a.m.-11 p.m.
News Service.....UP
Transcription Service.....Capitol, SESAC
Membership ..... NAB, BMB
President.....H. C. Kenemer
Gen.-Sta.-Comm. Mgr.....J. F. McGinley
Chief Announcer.....Bill Davis
Musical Director.....John Ross
Chief Engineer.....John S. Andrews

WDWD

DAWSON—1948—GA. SPORTS GALS

Frequency: 990 Kc.....Power: 1000 Watts D.
Owned-Operated By.....Dawson Bdcstg. Co.
Business-Studio Address.....Parrott Road
Phone Number 415, 416
Air Time.....Daytime
News Service .....UP
Transcription Service.....Lang-Worth
President.....Ed Stevens
Gen.-Sta.-Comm. Mgr.....W. C. Woodall, Jr.
Pgm. Dir., Chief Anncr.....Olin L. Gee
Sales Prom. Mgr.....George Burton, Jr.
Publicity Dir.....Carolyn Wall
Musical Dir.....Howard Ravilious
Chief Engineer.....Joe Stephens

WGLS

DECATUR—1949—GALS

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....DeKalb Bcstg. Co.
Business-Studio Add....546 N. McDonough St.
Phone Number .....Crescent 6471
Transmitter Lication.....Northern Ave., Avondale Estates
News Service .....UP
Transcription Service .....Standard
President .....Frank Thomas
General Manager.....Robert W. Minton
Commercial Mgr.....Robert W. Mock
Program Dir.....Ruth Kent
Chief Announcer.....Preston Charles
Chief Engineer.....Bob Minton

WDMG

DOUGLAS—1947

Frequency: 860 Kc.....Power 1000 Watts D.
Owned-Operated By.....WDMG, Inc.
Business-Studio Address..118 S. Madison Ave.
Phone Number.....564
Air Time .....Sunrise-sunset
News Service.....UP
Transcription Service.....World, SESAC
Representative.....P. W. Cook
Membership ..... NAB
President.....Downing Musgrove
General Manager.....B. F. J. Timm
Program Director.....Terry Kielty
Chief Announcer.....Sam Middleton
Chief Engineer.....Al Woodson

WMLT

DUBLIN—1945—MBS-GALS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Dublin Bdcstg. Co.
Business Address.....Dublin
Phone Number.....871-2
Studio-Transmitter Location.....Franklin St.
Air Time.....6:30 a.m.-11:05 p.m.
News Service.....AP
Transcription Service .....Thesaurus
Representative.....Continental Radio Sales
Membership ..... BMB
President.....George T. Morris
General Mgr.....W. Newton Morris
Commercial Mgr.....J. Marion Kendrick
Program Dir.....Roy M. Hubbard
Chief Engineer.....Charlie R. Lord

WTJH

EAST POINT—1949—KBS

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southeastern Bcstg. Sys.
Address.....P. O. Box 72
Air Time.....Daytime
News Service.....INS
Pres., Gen. Mgr.....James S. Rivers
Comm., Prom. Mgr.....James Brown
Program Dir.....Jack Barton
Chief Engineer.....Bruce Smith

WSGC

ELBERTON—1946—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elberton Bcstg. Co.
Address.....Elberton
News Service.....AP
Representative.....Continental Radio Sales
Manager.....Melvin C. Gorman

WBHB

FITZGERALD—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ben Hill Bdcstg. Corp.
Address.....600 Roanoke Dr.
Phone Number.....740
Air Time.....6:15 a.m.-11 p.m.
News Service.....AP
President.....Arthur Carpenter, Jr.
Gen. Mgr., Chief Engnr....Thomas R. Hanssen
Comm. Mgr.....Charles W. Dowdy
Program Dir.....Mavis Mobley

WDUN

GAINESVILLE—1947—GALS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By Northeast Ga. Bdcstg. Co.
Business-Studio Address.....217½ S. Main St.
Phone Number.....2341
Transmitter Location.....Tower Heights
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Capitol
Membership.....NAB
President.....Paul C. Plaginos
General Manager.....John W. Jacobs, Jr.
Commercial Manager.....Dave Rankin
Program Dir.....Hub Terry
Chief Engineer.....Jackson A. Dodd
Farm Editor.....Jack Haskins

WGGA

GAINESVILLE—1941—MBS-KBS
GA SPORTS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Blue Ridge Bdcstg. Co.
Business Address.....Box 654
Phone Number.....1600
Studio-Transmitter Location....2400 Athens Rd.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth
Pres., Gen. Mgr.....Charles A. Smithgall
Commercial Manager.....E. F. MacLeod
Program Director.....Robert Schwab
Musical Dir.....James A. Hartley
Chief Engineer.....F. Keith Brown

WKEU

GRIFFIN—1933—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WKEU, Inc.
Address.....Macon Hiway
Phone Number.....5507
Air Time.....Unlimited
News Service.....UP
Representative.....Sears-Ayer
President, General Mgr.....A. W. Marshall, Jr.
Comm. Mgr., Pgm. Dir., Chief Engr.
G. H. Whitley, Jr.

WKLY

HARTWELL—1947—GA. SPORTS

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Louie L. Morris
Business Address.....Box 189, Hartwell
Phone Number.....71
Studio-Transmitter Location...Bowersville Rd.
Air Time.....Local sunrise-sunset
News Service.....UP
Transcription Service.....Capitol
Membership.....BMB
President.....Louie L. Morris
Gen., Sta. Mgr.....Max G. Pfaender
Comm., Sales Prom. Mgr.....Joe Wilder
Pgm., Prod. Dir.....Carroll Lee
Chief Announcer.....Broadus McLane
Chief Engineer.....Ernest Church
Farm Editor.....Vernon Chafin

WBGR

JESSUP—1949—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Altamaha Bcstg. Co.
Address.....Jessup
Phone Number.....2444
Air Time.....Daytime
News Service.....UP
Transcription Service.....Standard
Pres., Gen. Mgr.....W. G. Thomas
Comm. Mgr.....Fred Miliken
Pgm. Dir., Prod. Dir.....Fredric Kea
Chief Engineer.....D. A. Nichols

WLAG

LA GRANGE—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....LaGrange Bdcstg. Co.
Business-Studio Address....305-307 Broome St.
Phone Number.....3505
Transmitter Location.....LaGrange
Air Time.....6 am.-M.
News Service.....UP
Transcription Service .....Standard
Representative.....Joseph Hershey McGillvra
Membership .....NAB, BMB
President.....Roy C. Swank
General-Station-Commercial Manager.....Edwin Mullinax
Program Director.....John Boggess
Production Director.....Herbert Wells
Publicity Director.....Fazelle Scarborough
Musical Director.....William Hyde, Jr.
Chief Engineer.....James McKay
Farm Editor.....Joe Hawkins

WBML

MACON—1940—ABC-GA. SPORTS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Middle Georgia Bdcstg. Co.
Business-Studio Address...Fickling & Walker Bldg.
Phone Number 2728
Transmitter Location.....8th & Cherry St.
Air Time.....6 a.m.-12:30 a.m.
News Service.....AP
Transcription Service.....World
Representative .....Taylor Borroff
Membership.....NAB, BMB, FMA
President.....E. D. Black
General Manager.....Charles W. Pittman
Commercial Manager.....Walter Graham
Sales Prom. Mgr.....Harold Beaty
Prod. Dir.....Jimmy Vinson
Program Director-Musical Director.....Mary Hester Richardson
Publicity Director.....Lewis Smith
Chief Announcer.....Tommy Snellgrove
Chief Engineer.....H. S. Goodrich

WIBB

MACON—1948—GALS-LIBERTY

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Peach State Bcstg. Co., Inc.
Business-Studio Address....Professional Bldg.
Phone Number.....Ivy 2716
Transmitter Location....Pio Nono at Millirons Rds.
Air Time.....Local sunrise-sunset
News Service .....UP
Transcription Service .....Thesaurus
Owners & Managing Dirs.....M. O. Thornburg, Jr., Thomas H. Maxwell
Commercial Manager.....George W. Patton
Sales Prom. Mgr.....Don C. Frost
Program Director.....M. D. Thornburg, Jr.
Prod. Dir.....Bella Jarrett
Publicity-Musical Dir.....Betty Crowell
Chief Announcer.....Boy Way
Chief Engineer.....Tom Maxwell
Farm Editor.....Terry Saint

WMAZ

MACON—1922—CBS

Frequency: 940 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Southeastern Bcstg. Co.
Business-Studio Address....Bankers Insurance Bldg.
Phone Number 3131
Transmitter Location.....Forsyth Rd.
Air Time.....5:30 a.m.-12:30 a.m.
News Service .....INS
Transcription Service .....Lang-Worth
Representative .....Katz
Membership .....NAB, BMB
Pres., Chief Engineer.....George P. Rankin
Gen., Sta. Mgr.....Wilton E. Cobb
Sales Prom., Comm. Mgr.....Frank Crowther
Chief Announcer.....Lloyd Harris
Farm Editor.....D. F. Bruce

WNEX

MACON—1945—MBS-GFSN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Macon Bcstg. Co.
Business-Studio Address.....Bibb Bldg.
Phone Number 8211
Transmitter Location.....Rogers Ave.
Air Time.....5:45 a.m.-12:35 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....Branham
Membership .....NAB
President .....Ed Lowe
General-Station Manager.....Alfred Lowe
Comm., Sales Prom. Mgr.....James Weathers
Pgm., Prod. Dir., Chief Anncr.....Ed Sharpe
Chief Engineer.....W. M. Moore, Jr.
Farm Editor.....Rayford Faircloth

WFOM

MARIETTA—1946—GALS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Chattahoochee Bcstrs.
Business Address.....P. O. Box 131
Phone Number.....1746, 1414
Studio-Transmitter Location.....So. Cobb Dr.
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Partners.....Fred B. Wilson, Channing Cope
Gen.-Sta.-Comm. Mgr.....Albert L. Jones
Prod. Pub., Pgm. Dir.....Gloria Rogerson
Chief Anncr., Music Dir.....Danny Baer
Chief Engineer.....Chuck Strans
Farm Editor.....C. Cope

WMVG

MILLEDGEVILLE—1946
MBS-GALS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Jere N. Moore
Business-Studio Address.....Georgia Military College
Phone Number 250
Transmitter Location.....Fishing Creek, So. Wayne St.
Air Time.....6:45 a.m.-11:15 p.m.
News Service .....UP
Transcription Service.....World, Keystone
Representative .....Homer Griffith
Membership .....NAB
Gen.-Sta.-Comm. Mgr.....Michael T. Landy
Prog.-Prod. Dir.....Josephine Ragsdale
Publicity-Musical Dir.....Carl Woolf
Chief Announcer.....Wiliam G. Bloodworth
Chief Engineer.....Robbie O. Hattaway

WMGA

MOULTRIE—1939—GALS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Pidcock
Business-Studio Address.....Moultrie
Phone Number 999
Transmitter Location.....Tifton Hiway
Air Time .....Unlimited
News Service .....UP
Representative .....Thomas F. Clarke
General Manager.....John F. Pidcock
Station Mgr., Program Dir.....Roy F. Zess
Commercial Manager.....Wandell Murphy
Chief Announcer.....Spence Raulerson
Chief Engineer.....Lamar Beaty

WCOH

NEWMAN—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Newnan Bcstg. Co.
Business-Studio Address.....11 Court Sq.
Phone Number 1400-1
Transmitter Location.....Line St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Gen., Sta., Comm. Mgr.....James Thomasson
Pgm., Prod. Dir.....Betty Bonner
Publicity, Musical Dir.....Imogene Jones
Chief Announcer.....Jim Gallogly
Chief Engineer.....Walter O. Welch
Farm Editor.....B. T. Brown

WKMA

QUITMAN—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio South
Business-Studio Address.....Walker Bldg.
Phone Number 4811
Transmitter Location..N. of New City Cemetery
Air Time.....6:45 a.m.-10 p.m.
News Service .....UP
Owner, Sta., Comm. Mgr.....John R. Bartlett
Program Dir.....Elizabeth Bartlett
Chief Engineer.....Jack V. LoPresti

WLAQ

ROME—1947—KBS

Frequency: 670 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....News Publishing Co.
Business-Studio Address.....209 Broad St.
Phone Number 7767-8
Transmitter Location.....Old Summerville Rd.
Air Time .....Daytime
News Service .....AP
Transcription Service .....Capitol
Membership .....NAB
President.....B. H. Mooney, Sr.
Gen., Sta., Comm. Mgr.....Robert C. Leach
Sales Prom. Mgr.....Martha Daniel
Program Director.....Bill Davies
Production Director.....George W. Rice
Chief Announcer.....Lee Mowery
Farm Editor.....Delmas Franklin
Musical Director.....Mrs. Clyde Baker
Chief Engineer.....Daniel B. Scott

WRGA

ROME—1930—MBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By.....Rome Bcstg. Corp.
Business-Studio Address.....503 Broad St.
Phone Number 2-241-2
Transmitter Location.....Off Summerville Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker
Membership .....NAB
President.....John W. Quarles
General Manager.....Happy Quarles
Station Manager.....Mather Payne
Commercial Manager.....Pinkie Talley
Prom. Mgr.....Cap Hicks
Pgm., Pub. Dir.....Jim Roberts
Musical Director.....Kitty Alford
Chief Engineer.....R. A. Starr
Farm Editor.....Al Kirby

WROM

ROME—1946

Frequency: 710 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Coosa Valley Radio Co.
Business-Studio Address.....121 Broad St.
Phone Number 9075-6
Transmitter Location.....Cooper Dr.
Air Time .....Sunrise-sunset
News Service .....AP
Representative .....Everett-McKinney, Homer Griffith

Pres., Comm. Mgr.....Dean Covington
Sta., Sales Prom. Mgr.....Edward N. McKay
Program Dir., Chief Announcer....Charlie Doss
Publicity Dir.....Joyce Buice
Musical Director.....Bill Morris
Chief Engineer.....Van Murray
Farm Editor.....Norman Westbrook

WCCP

SAVANNAH—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated by.....Dixie Bcstg. Co.
Business-Studio Address.....P. O. Box 943, 140 Bull St.
Phone Number 2-4182
Transmitter Location.....West Gwinnett St.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....Walker
Membership .....NAB
Owner, Gen. Mgr.....Carter C. Peterson
Commercial Mgr.....Weldon Herrin
Sales Promotion Manager....Charles J. Lipton
Program Director.....Charles Beresford
Publicity Director.....Al Jennings
Chief Engineer.....William E. Moats

WDAR

SAVANNAH—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WDAR, Inc.
Business-Studio Address.....34 E. Bryan St.
Phone Number 3-8807-8
Transmitter Location.....E. Perry Lane
Air Time .....Unlimited
News Service .....AP
Representative.....Adam J. Young, Jr.
Membership .....NAB, BMB
President .....A. C. Neff
General-Station Manager.....L. H. Thesmar
Commercial Manager.....Robert Finch
Sales Promotion Manager.....Robert Noble
Pgm., Pub. Dir., Farm Editor....Milton Bellan
Production Director.....Jimmy Woods
Musical Director.....James Deer
Chief Engineer.....Howard Jewett

WFRP

SAVANNAH—1946—GALS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Georgia Bcstg. Co.
Business-Studio Address....219 E. Charlton St.
Phone Number 39642
Transmitter Location.....E. Perry Lane
Air Time.....6 a.m.-M.
News Service .....AP
Representative.....Thomas F. Clark
President.....F. R. Pidcock
Gen. Mgr., Pgm. Dir.....John F. Pidcock
Comm., Sales Prom. Mgr.....John Williams
Chief Engineer.....James M. Wilder

WSAV

SAVANNAH—1939—NBC-GSN

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....WSAV, Inc.
Bus.-Studio Address...Liberty Natl. Bank Bldg.
Phone Number 3-0234
Transmitter Location..Oatland Island, 4.2 Mi. E. of Savannah
Air Time.....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....Harben Daniel
Comm. Mgr.....Don Jones
Sales Mgr.....George P. Cooper, Jr.
Program Dir.....Owens Alexander
Prod., Pub. Dir.....Carson Demmond
Chief Announcer.....Norman Strand
Musical Director.....Melvin Peacock
Chief Engineer.....M. E. Thompson
Farm Editor.....Melvin Peacock

WTOC

SAVANNAH—1929—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Savannah Bcstg. Co.
Business-Studio Addres.....516 Abercorn St., P. O. Box 858
Phone Number 2-0127
Transmitter Location.....Anderson Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Lang-Worth, World
Representative .....Katz
Membership .....NAB, BMB
Pres., General Mgr.....William T. Knight, Jr.
Comm., Sales Prom. Mgr.....Ben Williams
Prod., Pgm., Musical Dir.....Dwight J. Bruce
Publicity Dir.....Ben Quick
Chief Announcer.....Eddie Davis
Chief Engineer.....Reeve Owen

WWNS

STATESBORO—1946—MBS-GALS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Alfred Dorman
Business Address.....Box 146
Phone Number 502
Studio-Transmitter Location.....E. Olliff St.
Air Time.....7 a.m.-11 p.m.
News Service .....UP
President.....Alfred Dorman
General Manager.....Paul R. Sauve
Chief Engineer.....Clinton J. Lewis

WSFT

THOMASTON—1947—MBS-GALS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By....Thomaston Bcstg. Co., Inc.

Business-Studio Address.....101 N. Church St.
Phone Number 1300
Transmitter Location.....Hightower Rd.
Air Time .....Daytime
News Service .....AP
President.....R. E. Hightower
General Manager.....S. J. Carswell
Commercial Manager.....C. T. Thames
Program Director.....Bill Heule

WKTG

THOMASVILLE—1947—GALS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Southern Bcstg. System, Inc.
Business-Studio Address.....Bank of Thomas County Bldg.
Phone Number 1501-2
Transmitter Location.....Pavo Hway.
Air Time .....Daytime
News Service .....AP
Transcription Service.....World, Lang-Worth
Representative.....Thomas F. Clark
Membership .....NAB
Pres., Gen., Comm. Mgr.....W. F. Scott, Jr.
Program Director.....William B. Hill
Chief Engineer.....K. T. Malory

WPAX

THOMASVILLE—1934

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....H. Wimpy
Business-Studio Addres...117 Remington Ave.
Phone Number 909
Transmitter Location.....117 Remington Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Thesaurus, Capitol
Membership .....NAB, BMB
Owner, General Mgr.....H. Wimpy
Commercial Manager.....Al Feinberg
Program Director.....Bill Ward
Chief Engineer.....James Poole

WTWA

THOMSON—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Hickory Hill Bcstg. Co.
Business-Studio-Transmitter Address .....215 Lumpkin St.
Phone Number 777
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President .....Walter Brown
Gen., Sta., Prom. Mgr.....Edgar H. Kobak
Comm. Mgr., Chief Anncr., Farm Editor John Morris
Chief Engineer.....Edward Williams

WWGS

TIFTON—1946—MBS-GALS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Tifton Bcstg. Corp.
Business-Studio-Transmitter Address.....800 S. Main St.
Phone Number 921
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
President.....Walter A. Graham
Gen.-Sales Promotion Mgr...James E. Graham
Sta., Comm. Mgr.....William Shepherd
Pgm. Dir., Chief Anncr.....Bert Stevens
Publicity Director.....W. W. Shepherd
Musical Dir.....J. E. Graham
Chief Engineer.....Wendell C. Roberts
Farm Editor.....Bob McGregor

WLET

TOCCOA—1941—MBS-KBS-GALS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....R. G. Letourneau
Bus.-Studio-Transmitter Address....423 Prather Bridge Rd.
Phone Number 544
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Keystone
Representative.....Thomas F. Clark
General Manager.....Virgle E. Craig
Commercial Manager.....Sam A. Gaines
Sales Prom. Mgr., Pub. Dir.....Charles Gaines
Pgm. Dir. Chief Anncr.....Roy E. Gaines
Chief Engineer.....J. Carl Meeks

WGOV

VALDOSTA—1940—MBS

Frequency: 950 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....E. D. Rivers
Business-Studio Address..Hotel Daniel Ashley
Phone Number 1420-1
Transmitter Location .....Kinderlou
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative.....John E. Pearson
Owner.....E. D. Rivers
General Mgr.....Mrs. E. D. Rivers
Business Manager.....Mary Gorman
Prog.-Prod. Director.....John V. Evans
Chief Announcer.....Robert S. Mansfield
Chief Engineer.....Ralph Dennis

WVOP

VIDALIA—1946—GALS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vidalia Bcstg. Co.
Address.....Box 391, Vidalia

Phone Number.....327, 693, 698
Studio Address.....Mt. Vernon Rd., Vidalia; Community Bldg., Lyons
Transmitter Location.....U. S. Route 280
Air Time.....6:30 a.m.-11:00 p.m.
News Service .....UP
Transcription Service .....World
Membership .....NAB
President.....M. F. Brice
Gen., Sta. Mgr.....Howard C. Gilreath
Commercial Mgr.....Jack Kirkland
Pgm., Prod. Dir.....Mercer King
Publicity Dir.....R. E. Ledford
Chief Announcer.....Art Peterson
Musical Director.....Lula Mae Leverett
Chief Engineer.....Loren Dorough

WAYX

WAYCROSS—1936—MBS-KBS-GALS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jack Williams
Business-Studio Address...1600 Carswell Ave.
Phone Number 965
Transmitter .....Waycross
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service.....World, Cole, KBS
Representative .....Hal Holman
Membership .....NAB, BMB
President .....Jack Williams
Sta., Comm., Sales Prom. Mgr...John J. Tobola
Program Dir.....Evelyn Frazier
Prod. Dir.....Don Gross
Publicity Dir.....Dorothy Smith
Chief Announcer.....Ray Williamson
Chief Engineer.....John Legare
Farm Editor.....C. L. Blalock

WRLD

WEST POINT—1940—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Valley Bcstg. Co., Inc.
Business Address.....P. O. Box 312
Phone Number 437
Studio-Transmitter Location.....Lanett, Ala.
Air Time.....6 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....World
Pres., Gen. Mgr.....J. C. Menderson
Sta., Comm., Sales Prom. Mgr...Capers Lifsey
Program Director.....Aileen Love
Chief Engineer.....R. R. Magill

IDAHO

Estimated Population 592,000—Increase +12.8 %—Radio Homes 156,000
Radio Families 159,000—Stations in State 21

KDSH

BOISE—1947—CBS

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Operated By..Boise Valley Bcstrs., Inc.
Business-Studio Address.....311 N. 10th St.
Phone Number 6820
Transmitter Location..Meridian, 8 Mi. S.W. of Boise
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Musac
Representative.....Free & Peters
Membership .....NAB, BMB
President .....Saul Haas
General Manager.....Westerman Whillock
Assoc. Mgr., Pgm., Prod. Dir...Earl Glade, Jr.
Musical Director.....George Ganz
Chief Engineer.....James A. Johnz, Jr.
Farm Editor, Chief Anncr.....Bill Graham

KGEM

BOISE—1946
ABC-ROCKY MOUNTAIN NET-KBS

Frequency: 1140 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Idaho Bcstg. & Telev. Co.
Business-Studio Address.....1107 Main St.
Phone Number 533-4
Transmitter Location.....4th & Roosevelt
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Lang-Worth, World
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President.....Frank C. Carman
General-Station Mgr.....Milo J. Petersen
Local Sales Mgr.....Al Biorge
Program Director.....H. E. Cunningham
Chief Engineer.....Richard Egelston

KIDO

BOISE—1928
NBC-UTAH-IDAHO NET

Frequency: 1380 Kc.....Power: 2500 Watts d.; 1000 Watts n.
Owned-Operated By.....KIDO, Inc.
Business-Studio Add...Chamber of Comm. Bldg.
Phone Number 660
Transmitter Location.....W. of City
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Standard
Representative .....John Blair
Membership .....NAB, BMB
President.....Georgia M. Davidson
General Mgr.....Walter E. Wagstaff

Commercial Mgr.....Hugh Shelley
Sales Prom. Mgr.....Peter Brooks
Program Dir.....James B. McKibben, Jr.
Chief Announcer.....Vern Moore
Chief Engineer.....Harold W. Toedemeier
Farm Editor.....Rulon Bradley

KBIO

BURLEY—1946
ABC-KBS-ROCKY MT. NET

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KBIO, Inc.
Business-Studio Address.....Box 461
Phone Number 10
Transmitter Location.....1½ Mi. W. of Burley
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service.....Lang-Worth
Membership .....NAB
President.....Jessica L. Longston
General Mgr.....Donald R. Pinney
Comm. Mgr.....Rudy Rankin
Program Director.....Tess Williams
Chief Engineer.....Donald Pinney

KCID

CALDWELL—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Caldwell Bcstg. Co.
Business-Studio Address.....Canyon Hill Pk.
Phone Number 1540
Transmitter .....Franklin Lane
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Keating
President.....J. T. La Fond
Sta., Gen., Comm. Mgr.....H. B. McCosh
Pgm., Prod., Pub. Dir.....Jack J. Link
Chief Announcer.....E. B. Spinetti
Chief Engineer.....Jerry Burgess

KVNI

COEUR D'ALENE—1946
MBS-DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....The Coeur d'Alene Bcstg. Co.
Business-Studio Address.....Blackwell Island
Phone Number 1250
Transmitter Location.....Blackwell Island
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....George P. Hollingbery
President.....Burl C. Hagadone
Gen., Sta., Comm. Mgr.....Wayne E. Olsen
Pgm., Prod. Dir., Asst. Mgr.
Bernard V. Merriman
Musical Dir.....Burl Bowman
Chief Engineer.....Howard Olsen

KID

IDAHO FALLS—1927
MBS-INTERMOUNTAIN NET

Frequency: 1350 Kc....Power: 5000 Watts d., 500 Watts n.
Owned-Operated By.....Idaho Radio Corp.
Business-Studio Address.....Hotel Bonneville
Phone Number 4
Transmitter Location.....Ammon Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, MacGregor
Representative .....Avery-Knodel
Membership .....NAB
President.....Joseph E. Williams
General-Station Manager.....C. N. Layne
Commercial Manager.....Leonard Wasden
Sales Prom. Mgr., Pgm., Prod. Dir.
Eugene A. Ackerley
Chief Anncr., Farm Editor.....Roy Southwick
Chief Engineer.....Newell Olsen

KIFI

IDAHO FALLS—1947
ABC-ROCKY MT.-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Idaho Bcstg. & Television Co.
Business-Studio Address.....339 Broadway
Phone Number 1054
Transmitter Location....N. Yellowstone Hway.
Air Time .....Unlimited
News Service .....AP
Representative .....George P. Hollingbery
Pres., Gen. Mgr.....J. M. Brady
Program Dir.....Kenneth Peterson
Commercial Mgr.....Dan Kelly
Prod. Dir., Chief Anncr.....Sheldon Bren
Publicity Director.....James McKague
Chief Engineer.....Blair Nelson

KRLC

LEWISTON—1935—MBS-DON LEE

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By.....H. E. Studebaker
Business-Studio Address....Lewis-Clark Hotel
Phone Number 1950
Transmitter Location.....Lewiston Orchards
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....W. S. Grant
Membership .....NAB, BMB
General Manager.....H. E. Studebaker
Station Manager.....Donald Thomas
Program Director.....Bill Dodel
Prod. Dir.....Harry Howard
Chief Engineer.....Gene Wilson

KRPL

MOSCOW—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Interstate Radio, Inc.
Business Address. P. O. Box 396
Phone Number.....Moscow 2283
Studio-Transmitter Location.....Route 3
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Cole
Representative.....Continental Radio Sales, Walter Biddick
Membership .....NAB, BMB
President.....Ted R. Farrier
Gen., Sta. Mgr., Pgm. Dir. ....Bert McAllister
Comm.-Sales Promotion Mgr.....Jack H. Goetz
Chief Engineer.....Herbert D. Young

KFXD

NAMPA—1922

MBS-INTERMOUNTAIN NET.

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Oper. By.....Frank E. Hurt & Son
Business Address.....1224 12th Ave. S., P. O. Box 891
Phone Number 1200
Studio Address....1224 12th Ave. S., Nampa; 809 Main St., Boise
Transmitter Location.....3 Mi. S. of Meridian
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service..Lang-Worth, Thesaurus, SESAC
Representative .....Avery-Knodel
Membership .....NAB
President, General Mgr.....Frank E. Hurt
Pgm. Dir., Comm. Mgr.....W. S. Black
Chief Engineer.....Edward P. Hurt

KEIO

POCATELLO—1946—ABC-KBS-RM

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Oper. By.....Eastern Idaho Bcstg. & Television Co.
Business-Studio Address.....Hotel Bannock
Phone Number 3400
Transmitter Location.....Pole Line Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative.....George P. Hollingbery
President.....James M. Brady
General Mgr.....Charles Crabtree
Commercial Manager....James H. Schoonover
Program Dir., Chief Announcer..Steve Shepard
Prod. Dir.....Anthony Ricca
Musical Dir.....Al Witt
Chief Engineer.....Denzil Musulin

KEYY

POCATELLO—1946

MBS-INTERMOUNTAIN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Radio & Telev. Bcstg. Co. of Idaho
Address.....1140 Yellowstone Ave.
Phone Number 1240
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB
President.....F. M. Bistline
Gen., Comm. Mgr.....Louis F. Haller
Pgm. Dir., Prom. Mgr.....Doris MacBride
Chief Engineer.....Julian Dennis

KSEI

POCATELLO—1926

NBC-UTAH-IDAHO NET

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Service Corp.
Business-Studio Address.....Hotel Whitman
Phone Number 4000
Transmitter Location.....Pocatello
News Service .....UP
Transcription.....Standard, Lang-Worth, Cole
Representative .....Walker
Membership .....NAB, BMB
President.....O. P. Soule
Gen., Comm. Mgr.....Henry H. Fletcher
Publicity Dir.....Olive M. Leeney
Program Director.....Ruthe A. Fletcher
Prod. Dir.....James E. Karrick
Chief Engineer.....Ellis W. Call

KPST

PRESTON—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Voice of The Rockies, Inc.
Business-Studio Address.....17 North St.
Phone Number 600
Transcription Service..Lang-Worth, Associated
President .....Leon Smith
Gen., Sta. Mgr.....Rulon Dunn
Commercial Mgr.....N. Pratt Smith
Program Dir.....Bob Gregg
Chief Engineer.....Kenneth F. Smith

KSPT

SANDPOINT—1949—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bauer Bcstg. Co.
Business Address .....Sandpoint
Phone Number 555
News Service .....UP
Transcription Service .....Standard
Partners.....Norman E. Bauer, Ione N. Bauer
General Mgr.....Norman Bauer

Asst. & Comm. Mgr.....Jack Hatch
Program Dir.....Ione N. Bauer
Promotion Mgr.....Marie Rossmiller
Chief Engineer.....Carl I. Hill

KLIX

TWIN FALLS—1946
ABC-GEM STATE-ROCKY MT.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Southern Idaho Bcstg. & Television Co.
Business-Studio Transmitter....Elizabeth Blvd.
Phone Number 2484
News Service .....AP
Transcription Service.....Capitol, MacGregor
Representative.....George P. Hollingbery
Membership .....NAB
V.P., Gen.-Station Mgr.....Frank C. McIntyre
Commercial Mgr.....Juneau H. Shinn
Program Dir.....Lloyd James
Asst. Mgr., Farm Editor.....Ian Elliott
Production Director.....George Platis
Chief Engineer.....Ian Elliott

KTFI

TWIN FALLS—1928
NBC-UTAH-IDAHO

Frequency: 1270 Kc. Power: 5000 d., 1000 n.
Owned-Operated By.....Radio Bcstg. Corp.
Business-Studio Address....241 Main Ave. W.
Phone Number 2400
Transmitter Location.....Curry
News Service .....UP
Transcription Service...Standard, Lang-Worth
Representative .....Weed
Membership .....NAB, BMB
President.....O. P. Soule
Gen.-Station-Comm. Manager...F. M. Gardner
Sls. Prom. Mgr., Pgm. Dir.....Lenore Parker
Production Director.....Carolyn Morris
Chief Engineer.....Marvin Hartley

KVMV

TWIN FALLS—1946
MBS-INTERMOUNTAIN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Sales Corp.
Business Address.....P. O. Box 511
Phone Number 2002
Studio-Transmitter.....Blue Lakes Blvd. N
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Gen. Mgr., Chief Engineer.....J. H. Sole
Comm. Mgr.....Don C. Robbins

KWAL

WALLACE—1939—MBS-KBS

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....Silver Bcstg. Co.
Business Address.....Box 930
Phone Number 2111
Studio Address.....Wallace; Kellogg
Transmitter Location .....Osburn
Transcription Service.....World, SESAC
Representative .....Holman
Membership .....BMB
President.....Dr. J. R. Binyon
General Manager.....Robert G. Binyon
Program Director.....W. Mondell Spencer
Chief Engineer.....G. Turner Dreher

KWEI

WEISER—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Bcst. Co.
Business-Studio Address.....Box 791
Phone Number 700-1
Transmitter...1 Mi. S. Weiser, Hway. No. 30
News Service .....AP
Transcription Service...Lang-Worth, Standard
Membership .....NAB
President .....Frank Gwilliam
Station-Sales Promotion Mgr...Claude W. Cain
Chief Engineer.....Jim Carlson
Program-Musical Director.....Don Jones
Commercial Manager.....Wendell Long

IDAHO

WHY IS AP THE BEST?

BECAUSE—AP members, the greatest body of news collectors in the world today, provide their news to their AP.

ROCKY MOUNTAIN ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

Director for Colorado and Wyoming: Douglas Kahle—KCOL, Fort Collins, Colo.

Director for Montana: Franz Robischon—KBMY, Billings, Mont.

Continuing Study Committeeman for Idaho: Frank C. McIntyre—KLIX, Twin Falls

IDAHO

ILLINOIS

Estimated Population 8,449,000—Increase +7.0%—Radio Homes 2,595,000
Radio Families—2,634,000—Stations in State 67

WOKZ

ALTON—1948

Frequency: 1570 Kc....Power: 1000 Watts, d.
Owned-Operated By.....WOKZ, Inc.
Business Address.....229 Market St.
Phone Number.....3-5506
Studio Address.....Hotel Stratford
Transmitter Location.....Route 100, 3 miles north of Alton
Air Time.....Sunrise to sundown
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Sears & Ayer
President.....R. C. Goshorn
Gen., Comm. Mgr.....R. L. Rose
Program Dir.....Ray Washabaugh
Chief Engineer.....Thomas Payton, Jr.

WMRO

AURORA—1938

Frequency: 1280 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Martin R. O'Brien
Business-Studio Address.....184 S. River
Phone Number.....4215
Transmitter Location.....Hurd's Island
Air Time.....Daytime
News Service.....INS
Transcription Service.....Lang-Worth
Pres., Gen., Sta. Mgr.....Martin R. O'Brien
Sales Prom. Mgr.....Vincent G. Cofey
Program Director.....Jeanne M. Doran
Production Director.....Michael O'Brien
Publicity Director.....Carol Kling
Chief Announcer.....James O'Brien
Musical Director.....Elaine Hayden
Chief Engineer.....John Kitner
Farm Editor.....Bill Randles

WIBV

BELLEVILLE—1947

Frequency: 1060 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Belleville Bcstg. Co.
Bus.-Studio-Transmitter Address..2100 W. Main
Phone Number.....5000
Air Time.....6 a.m.-local sunset
News Service.....AP
Transcription Service.....Thesaurus, World
Representative.....Hal Holman
Membership.....BMB
Gen. Station Mgr.....Paul A. Wnorwski
Comm. Mgr.....Marshall True
Sales Prom. Mgr.....Lloyd C. Smith
Pro. Dir.-Chief Announcer..Russell W. Wagner
Production Director.....Bobby A. Boaz
Publicity Director.....John W. Lewis
Chief Engineer.....Marvin M. Mollring
Farm Editor.....Joseph W. Quinlan

WJBC

BLOOMINGTON—1924—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Bloomington Bcstg. Corp.
Business-Studio Address.....209 East Washington St.
Phone Number.....5281
Transmitter Location.....R.R. No. 2
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Transcription Service....Lang-Worth, SESAC
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....Loring C. Merwin
Gen. Mgr., Pub. Dir.....Ellis Atteberry
Commercial Manager.....Joseph J. Hannie
Sales Prom. Mgr.....Nancy Hoose
Program Director.....Fred Muxfeld
Musical Dir.....Lyle Smith
Chief Engineer.....Fred L. Bailey

WKRO

CAIRO—1942—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Business Address.....Box 311
Phone Number.....1490
Studio-Transmitter Location.....Patierdale
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Representative.....John E. Pearson
Membership.....NAB, BMB
Owner.....Oscar C. Hirsch
Gen.-Station-Comm. Mgr....Merrill C. Currier
Program Director.....Charles Housewright

WBYS

CANTON—1947

Frequency: 1560 Kc.....Power: 250 Watts, d.
Owned-Operated By...Fulton Co. Bcstg. Co.
Business-Studio-Transmitter.....E. Linn St.
Phone Number.....1877
Air Time.....Daytime
News Service.....AP
Transcription Service.....Lang-Worth, World
Representative.....Sears & Ayer
Membership.....NAB
President.....H. R. Winsor
General Mgr.....Robert L. Odson
Sta. Mgr., Pgm., Prod. Dir.....Ken Schleifer
Comm., Sales Prom. Mgr., Pub. Dir. Lee R. Kramer
Musical Dir.....Prunella Junell
Chief Engineer.....John Stockberger
Farm Editor.....John G. Wolfe

WCIL

CARBONDALE—1946

Frequency: 1020 Kc....Power: 1000 Watts, d.
Owned-Operated By...Southern Illinois Bcstg.
Business-Studio Address.....218 W. Main St.
Phone Number 167, 765
Transmitter Location..1 Mi. W. of Carbondale
Air Time .....Daytime
News Service .....AP
Transcription Service .....Capitol
Representative .....Harlan Oakes
Membership .....NAB, BMB
President-Gen.-Station Mgr.....Paul F. McRoy
Comm.-Sales Promotion Mgr...Walter Schafer
Chief Anncr., Musical Dir.....Jim Bolen
Chief Engineer.....Marion Sawyer

WROY

CARMI—1948

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Carmi Bcstg. Co.
Business Address.....101 S. Walnut St.
Phone Number 682
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
President .....Roy Clippinger
General Mgr.....T. S. Land
Commercial Mgr.....H. M. Reedy
Program Dir.....Ken Boultinghause
Chief Engineer.....Harold Vandament

WCAZ

CARTHAGE—1921

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Superior Bcstg. Service, Inc.
Business-Studio Address.....502 Wabash Ave.
Phone Number 520
Air Time .....Daytime
Representative .....Holman
President .....Bob Compton
Manager .....John Palmer

WCNT

CENTRALIA—1946

Frequency: 1210 Kc....Power: 1000 Watts, d.
Owned-Operated By.....WCNT, Inc.
Business-Studio-Transmitter.....Hway. 51 N.
Phone Number 234
Air Time .....Sunup-sundown
News Service .....UP
Transcription Service .....Standard
Representative .....Sears & Ayer
Membership .....BMB
President .....George F. Isaac
Gen.-Station Mgr.....J. J. Flanigan
Program Director .....Jay Giles
Publicity Director.....Jean Layne
Chief Engineer .....Dwight North
Farm Editor.....Charles Griffith

WDWS

CHAMPAIGN—1937—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..The Champaign News-Gazette, Inc.
Business Address .....48 Main St.
Phone Number 6-1855
Studio-Transmitter.....1.3 mile S. of city
Air Time.....7 a.m.-10.45 p.m.
News Service .....UP
Transcription Service .....World
Representative...Robert Meeker & Associates
Membership .....NAB
General Manager.....J. A. McDermott
Station Manager.....Marc Howard
Chief Engineer.....Robert Schenke

WAAF

CHICAGO—1922

Frequency: 950 Kc....Power: 1000 Watts, d.
Owned-Operated By.....Corn Belt Pub., Inc.
Business Address.....836 Exchange Ave.
Phone Number .....Randolph 6-1932
Studio Address.....LaSalle-Wacker Bldg.
Transmitter Location..Exchange Bldg., Union Stock Yards
Air Time.....6 a.m.-local sunset
News Service .....UP
Transcription Service .....Standard
Representative .....George P. Hollingbery
Membership .....NAB
President .....Ward A. Neff
Gen.-Station Mgr.....W. E. Hutchinson
Commercial Manager....Bradley R. Eidmann
Program Director.....Cynthia A. Coyle
Program Director.....Del Hester
Promotion Mgr.....Ben V. Kirk
Chief Engineer.....Carl W. Ulrich

WAIT

CHICAGO—1941

Frequency: 820 Kc.....Power: 5000 Watts, d.
Owned-Operated By.....Gene T. Dyer
Bus.-Studio Address...360 No. Michigan Ave.
Phone Number.....Franklin 2-0660
Transmitter Location .....Elmhurst
Air Time .....Daytime
News Service .....UP
Transcription Service.....Capitol, Standard
Representative .....Radio Representatives
Executive Dir.....Gene T. Dyer
Gen., Sta., Comm. Mgr.....Sil M. Aston
Program Director .....Rosemary Petru
Musical Director.....Joseph Rudolph
Chief Engineer.....Edward W. Jacker

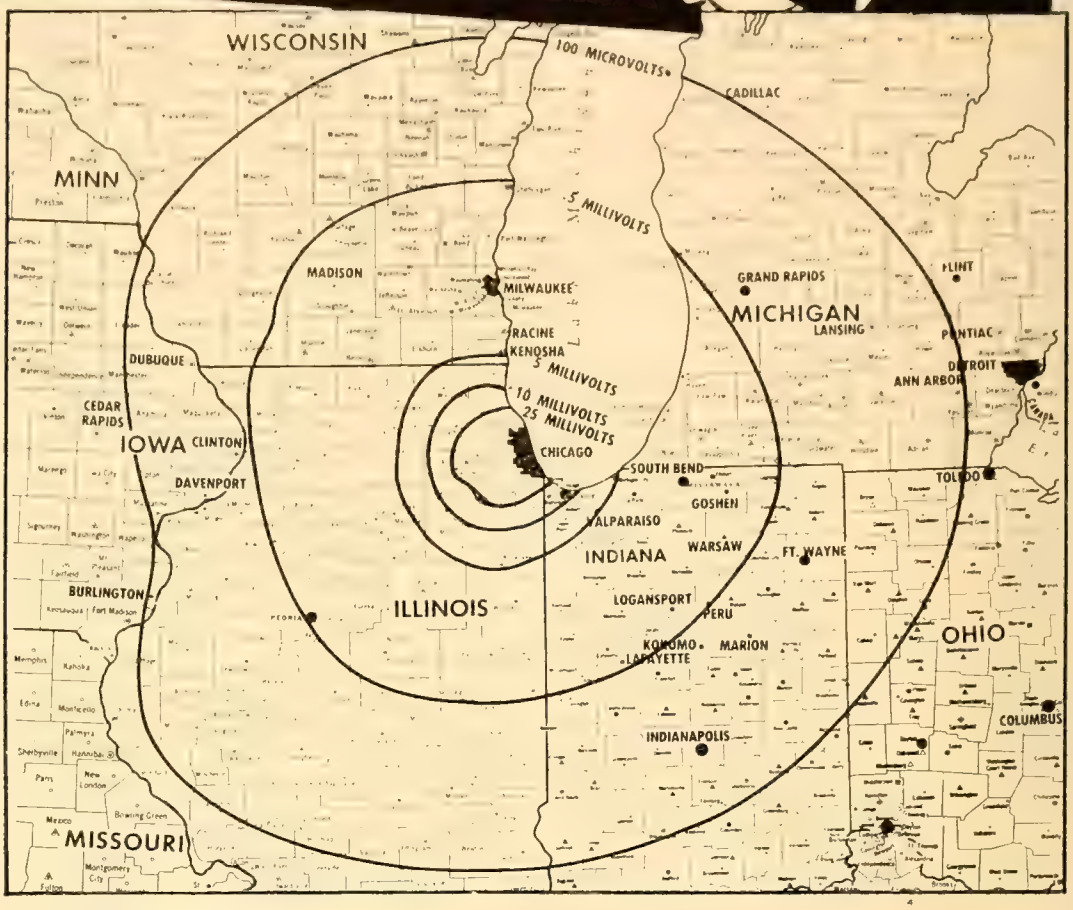
WBBM

CHICAGO—1923—CBS

Frequency: 780 Kc.....Power: 50,000 Watts
Owned-Oper. By..Columbia Bcstg. System, Inc.

What does a coverage map mean?





PLENTY WHEN YOU'RE SELLING CHICAGO AND 251 KEY MID-WESTERN COUNTIES ON WCFL!

Your sales story on WCFL goes out to Chicago and 251 Key-Counties in 5 rich, middle-western states. This actual audience coverage is based on a 30,000 letter-pattern.

8,289,763 consumers in the *primary!* 5,421,020 in the *secondary!*

A POTENTIAL $15,000,000,000 ANNUAL MARKET

As the *Voice of Labor,* WCFL has a *special tie* with the well-paid craftsman and wage-earners in this prosperous, industrial area.

For full information, contact WCFL or The Bolling Company.

WCFL

THE VOICE OF LABOR

50,000 watts
1000 on the dial
An ABC Affiliate

666 Lake Shore Drive, Chicago, Ill.
Represented by The Bolling Company, Inc.

Bus.-Studio Address....410 N. Michigan Ave.
Phone Number.....WHitehall 4-6000
Transmitter Location ....Itasca, Ill.
Air Time .....Unlimited
News Service .....AP, INS, UP
Transcription Service.....Lang-Worth, World, Associated
Representative.....CBS Radio Sales
Membership .....NAB, BMB
Vice Pres.-Gen. Mgr.....H. Leslie Atlass
Station Manager.....Frank Falkner
Sales Manager.....Robert Livingston
Program Director.....Al Morey
Promotion Mgr.....Ralf Brent
Chief Engineer.....George Sherman

WCBD

CHICAGO—1947

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Oper. By....Christian Catholic Church
Business Address...Administration Bldg., Zion
Phone Number 521
Studio Address.....c-o Station WAIT
Transmitter Location .....Elmhurst
Air Time.....Share Time with WAIT
Chief Exec.....Michael J. Mintern

WCFL

CHICAGO—1926—ABC

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned-Operated By..Chicago Federation of Labor
Business-Studio Address..666 Lake Shore Dr.
Phone Number.....MOhawk 4-2400
Transmitter Location.....Downers Grove
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....Bolling
President.....William A. Lee
General Manager .....Maurice Lynch
Commercial Manager.....George Isaac
Program Director.....Robert A. Platt
Publicity Director.....Frank McGivern
Musical Director .....Jack Kelly
Chief Engineer .....Charles Willett

WCRW

CHICAGO—1926

Frequency: 1240 Kc....Power: 100 Watts, d.
Owned-Operated By.....Clinton R. White
Business-Studio-Transmitter Address
2756 Pine Grove Ave.
Phone Number.....EAstgate 7-6860
Air Time .....Daytime
Pres.-Owner-Chief Engr.....Clinton R. White
General Manager.....J. A. White

WEDC

CHICAGO—1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Emil Denemark, Inc.
Bus.-Studio-Transmitter Address.....3860 W. Ogden Ave.
Phone Number.....CRawford 7-4100
Air Time .....Unlimited
News Service .....UP
President .....Emil Denemark
Gen.-Station-Comm. Mgr.....Frank J. Kotnour
Sales Prom. Mgr., Pub. Dir.....Bill Mack
Musical Director.....William P. Brady
Chief Engineer.....Dan Ely

WENR

CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
Owned-Operated By....American Bcstg. Co.
Business-Studio Address....20 N. Wacker Dr.
Phone Number.....ANdover 3-7800
Transmitter Location.....Tinley Park
Air Time .....Unlimited
News Service .....AP, INS, UP
Transcription Service .....Standard
Representative.....ABC Spot Sales
Membership .....NAB, BMB
President (ABC).....Mark Woods
Vice Pres. Cen. Div. ABC..John H. Norton, Jr.
General Mgr.....James L. Stirton
Station-Comm. Mgr.....Roy McLaughlin
Sales Promotion Manager....Karl R. Sutphin
Program Director.....Harold Stokes
Production Director.....Burr E. Lee
Publicity Director.....Ell W. Henry
News & Sports Events.....Con O'Dea
Musical Director.....Rex Maupin
Chief Engineer.....Ed Horstman

WGES

CHICAGO—1924

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By....Radio Station WGES
Business-Studio Address....2708 Wash. Blvd.
Phone Number.....SAcramento 2-1700
Transmitter Location.....8601 South Kedzie
Air Time.....6 a.m.-1:30 a.m.
News Service.....UP
Transcription Service .....Associated
General Mgr.....John A. Dyer
Commercial Mgr.....Elizabeth M. Hinzman
Sales Promotion Maager.....K. P. Freda
Program Director.....Herbert Rudolph



YES! everyone knows the answer to that question. And the answer, year after year, has been the same—WGN*

This means that advertisers have a better opportunity of having their messages heard on WGN than thru any other Chicago station. This impact is made possible thru the power, prestige, and programs that are synonomous with WGN.

Sure, surveys point out that WGN is the outstanding station in Chicago, but we've got even more—sales success stories and listener response that prove WGN's effectiveness on that great intangible . . . the listening audience.

** Nielsen Annual Coverage Report, Feb.-Mar., 1946, 1947, 1948, 1949.*

***Make your next buy, your best buy*—WGN**

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.

West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

WGN

CHICAGO—1924—MBS

Frequency: 720 Kc.....Power: 50,000 Watts
Owned-Operated By.....WGN, Inc.
Bus.-Studio Address...441 N. Michigan Ave.
Phone Number .....SU 7-0100
Transmitter Location .....Roselle
Ar Time.....24 hrs.
News Service .....AP, INS, UP
Transcription Service .....Standard
Representative .....Keenan & Eickelberg
Membership .....BMB, FMA
President.....Col. Robert R. McCormick
Station Manager.....Frank P. Schreiber
Commercial Manager..William A. McGuineas
Sales Promotion Manager.....Don Getz
Program Director.....Bruce Dennis
Production Director.....Edmund Kahn
Publicity Director.....James Hanlon
Supervisor of Announcers...Raymond Taylor
Musical Director.....Henry Weber
Chief Engineer.....Carl J. Meyers
Farm Editor.....Hal Totten

WIND

CHICAGO—1927
MIDWEST BASEBALL

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....Johnson Kennedy Radio Corp.
Bus.-Studio Address....400 N. Michigan Ave.
Phone Number.....WHitehall 4-2170
Transmitter Location.....Gary, Ind.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Standard
Representative .....Katz
Membership.....NAB, BMB, FMA
President.....John S. Knight
General-Station Mgr.....Ralph L. Atlass
Commercial Manager.....John T. Carey
Sales Prom. Mgr., Pub. Dir.....Connie Kimble
Program Director.....H. Leslie Atlass, Jr.
Chief Engineer.....Kenneth C. Shirk

WJJD

CHICAGO—1934

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Operated By....Field Enterprises, Inc.
Bus.-Studio Address...230 N. Michigan Ave.
Phone Number .....STate 2-5466
Transmitter Location.....Desplaines
Air Time.....4 a.m.-sundown
News Service .....UP
Transcription Service.....Standard, Capitol, Associated, World
Representative .....Avery-Knodel

WJJD

Chicago's Best 50,000 Watt Buy

A MARSHALL FIELD STATION

REPRESENTED BY AVERY KNODEL, INC.

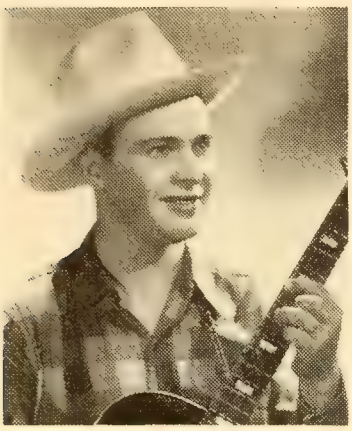
Public Service Institutions KNOW the Draw-Power of these *Radio Stars*



BOB ATCHER



THE SAGE RIDERS



DOLPH HEWITT



LULU BELLE AND SCOTTY

Constantly requested for community events, fairs, charity programs — all the places where entertainment *experts* have their choice of the finest talent — these and two dozen more WLS radio stars are in demand all over the city of Chicago and the broad Midwest around it. This demand shows the way audiences feel about them — and that's why advertisers, too, find these WLS folks and our production staff can create anything from a simple one-man show to a giant network production. Yes, they're public servants, popular personalities . . .

Radio Stars and PRODUCT SALESMEN

CAPTAIN STUBBY AND THE BUCCANEERS



on

A Clear Channel Station

WLS CHICAGO 7 — The PRAIRIE FARMER STATION

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY JOHN BLAIR & CO.

Membership .....NAB, BMB, FMA
President.....Marshall Field
Gen.-Sta. Mgr., Pgm. Dir.....Arthur F. Harre
Commercial Manager.....Frederick G. Harm
Sales Prom. Mgr., Pub. Dir.....Edwin G. Short
Chief Anncr., Prod. Dir.....Carl Warner
Musical Director.....Don E. Lavery
Chief Engineer.....Walter F. Myers
Farm Editor .....Randy Blake

WLS

CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
Owned-Operated By...Agricultural Bcstg. Co.
Business Address....1230 Washington Blvd.
Phone Number .....MO 6-9700
Studio Add....8th St. Theatre; Exchange Bldg.
Transmitter Location .....Tinley Park
Air Time .....Unlimited
News Service.....AP, Transradio, UP
Transcription Service .....Standard
Representative .....John Blair
Membership .....NAB, BMB
President.....James E. Edwards
Gen., Sta. Mgr.....Glenn Synder
Commercial Manager....Charles M. Freeman
Sales Prom. Mgr.....John C. Drake
Program Director.....Harold Safford
Publicity Director.....J. Drake
Musical Director.....Osgood Wesley
Chief Engineer.....Thomas Rowe
Farm Editor.....Arthur Page

WMAQ

CHICAGO—1922—NBC

Frequency: 670 Kc.....Power: 50,000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address....Merchandise Mart
Phone Number .....SUperior 7-8300
Transmitter Location .....Elmhurst
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative .....NBC
Membership .....NAB, BMB
V.P. Chg. Cen. Div.....I. E. Showerman
Sales Manager.....Oliver Morton
Sales Prom. Mgr.....Harold A. Smith
Program Director.....Arthur Jacobson
Production Director.....Homer Heck
Manager of Press Dept.....John F. Ryan
Announcer Supervisor.....W. M. Kephart
Music Supervisor.....Donald A. Marcotte
Chief Engineer.....Howard C. Luttaens
Farm Director.....Everett Mitchell

WSBC

CHICAGO—1925

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By ....Radio Station WSBC
Business-Studio Address..2400 W. Madison St.
Phone Number.....MOnroe 6-9060
Transmitter Location ....2400 W. Madison St.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Associated, SESAC
Representative .....Forjoe
Gen. Mgr., Pgm. Dir.....Robert O. Miller
Commercial Manager.....Julius Miller
Musical Director.....Richard Feinberg

WHFC

CICERO—1925

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHFC, Inc.
Business Address.....6138 W. Cermak Rd.
Phone Number.....Olympic 4305
Air Time .....7 a.m.-M.
Representative .....Holman
Membership .....NAB
General Mgr.....Richard W. Hoffman

WHOW

CLINTON—1947

Frequency: 1520 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornbelt Bcstg. Co.
Business Address.....401 S. Side Sq.
Phone Number 305
Transmitter Location....Rt. 51, 4 Mi. S. City
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
Representative .....Holman
Membership .....NAB, BMB
President .....Keith Rhea
Gen., Sta. Mgr.....Frank Jennings
Comm. Mgr.....James Williams
Program Dir.....Jack Carson
Chief Engineer.....William Wilson

WDAN

DANVILLE—1938—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Northwestern Pub. Co.
Address.....1500 N. Washington Ave.
Phone Number 1700-1
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative ..y.....Everett-McKinne
Membership .....NAB, BMB
General Manager.....E. C. Hewes
Sta.-Comm.-Sales Prom. Mgr...Robert J. Burow
Program Director .....Honore E. Ronan
Chief Announcer .....Max Shaffer
Chief Engineer.....T. G. Magin

WDZ

DECATUR—1921

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WDZ Bcstg. Co.

Business-Studio Address.....265 S. Park St
Transmitter Location.....R.R. No. 4
News Service .....UP
Transcription Service.....World, Capitol
Representative.....Free & Peters
Membership .....NAB, BMB
President.....Charles C. Caley
Gen., Sta. Mgr.....Frank C. Schroeder, Jr.
Commercial Manager.....Howard G. Bill
Progrom Dir.....William F. Miller
Chief Anncr.....Hugh Gray
Chief Engineer.....A. James Ebel
Farm Editor.....Marty Roberts

WSOY

DECATUR—1925—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Illinois Bcstg. Co.
Business Address.....351 N. Main St.
Phone Number.....5371, 5151
Studio-Transmitter..Route 48, at N. Jasper St.
Air Time .....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Weed
Membership .....NAB, BMB, FMA
President.....Frederick W. Schaub
General Manager.....Merill Lindsay
Commercial Manager .....Charles F. Bruce
Program Director.....Bernard J. Johnson
Technical Director.....Milburn H. Stuckwish

WLBK

DE KALB—1947

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By..DeKalb Radio Studios, Inc.
Business-Studio Address...153½ N. Third St.
Phone Number 2677
Transmitter Location.....N. First St. Rd.
Air Time .....Daytime
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Ra-Tel
Pres., Gen., Sta. Mgr.....Ted. A. Lanes
Pgm., Prod., Pub. Dir.....Robert C. Brown
Musical Director.....Murray Followill
Chief Engineer.....Clayton DeWitt

WTMV

EAST ST. LOUIS—1935

Frequency: 1490 Kc.....Power: 250 Watts
Owned By-Operated By.....On the Air, Inc.
Business-Studio-Transmitter Address.....Hotel Broadview, East St. Louis, Ill.
Phone Number.....Bridge 4625, Upton 4-4390
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NAB, BMB
President.....A. O. Eades
Gen. Mgr. Secty.-Treas.....Clarence Leich
Station Mgr.....Frank J. Prendergast
Program Director.....Avery Busch
Salesman-Publicity Director.....Tom Riggs
Chief Announcer.....Byron Scott
Musical Director.....Edwin League
Chief Engineer.....Erle E. White
Farm-News Editor.....John Sabin

WCRA

EFFINGHAM—1947

Frequency: 1090 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Effingham Bcstg. Co.
Business-Studio Address..112½ N. Banker St.
Phone Number 1090-1
Transmitter Location....1 m. S. of Effingham
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Cole
Membership .....NAB
President.....Joseph E. McNaughton
Sta., Comm. Mgr.....Joseph M. Sutter
Sales Prom. Mgr., Pgm. Dir.....Stuart Sanders
Chief Announcer.....James W. Claar
Chief Engineer.....Harold E. Reynolds
Farm Editor.....James W. Claar

WRMN

ELGIN—1949

Frequency: 1410 Kc.....Power: 500 Watts d.
Owned-Operated By.....Elgin Bcstg. Co.
Business Address.....Fox Hotel
Phone Number 6930
Air Time .....Daytime
News Service .....UP
Representative .....McGillvra
Partners.....G. A. Ralston, Jerry C. Miller
Gen., Comm. Mgr., Chief Engr...George Ralston
Program Dir.....Kay Nylen

WNMP

EVANSTON—1947

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Evanston Bcstg. Co.
Business-Studio-Transmitter...2201 Oakton St.
Phone Number.....Greenleaf 5-1590
Air Time .....Sunrise-sunset
News Service .....INS
Transcription Service .....Thesaurus
Membership .....NAB
President.....Fred S. Newton
General Manager.....Angus D. Pfaff
Comm. Mgr.....Robert Berger
Production Director.....Richard Philip
Publicity Director.....E. J. Pfeil
Chief Announcer.....Alan Douglas
Musical Director.....Verne Marceaux
Chief Engineer.....L. S. Schnedorf

WFRL

FREEPORT—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By..Freeport Bcstg. Co., Inc.
Business-Studio Add ess....9 N. Chicago Ave.
Phone Number.....State 436-7
Transmitter Location...1¼ Mi. NE of Freeport
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....BMB
Pres., Gen. Mgr., Chief Engr.
Vincent S. Barker
Comm.-Sales Prom. Mgr.....Dave Taylor
Prog. Dir., Chief Announcer..Arthur Hanstrom
Musical Director.....Gladys Barker

WGIL

GALESBURG—1938

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Galesburg Bcstg. Co., Inc.
Address.....312 Hill Arcade
Phone Number 4626
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Ra-Tel
Membership .....NAB
President.....Mrs. L. A. Pritchard
General Mgr.....Robert W. Frudeger
Sales Prom. Mgr.....Roger L. Hoffman
Program Director.....Larry P. Edwards
Chief Announcer.....Dwight B. Olson
Chief Engineer.....E. D. Scandrett
Farm Editor.....A. R. Kemp

WEBQ

HARRISBURG—1923—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Harrisburg Bcstg. Co.
Business-Studio-Transmitter....100 E. Poplar St.
Phone Number 28
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Membership .....NAB, BMB
President.....J. M. Pruett
Gen.-Station-Comm. Mgr.....Inglis M. Taylor
Sales Prom. Mgr., Farm Editor..Ken Hamilton
Program Dir.....Norman Alexander
Production Dir.....Naomi Rice
Publicity Dir.....Elton Rust
Chief Engineer.....Elmer L. Gladson

ILLINOIS

WHY IS AP THE BEST?

BECAUSE—AP members decide what AP shall be. Their decision has made AP unequalled in covering the news of the world . . . RAPIDLY . . . TRUTHFULLY . . . FULLY . . . ACCURATELY.

ILLINOIS ASSOCIATION OF ASSOCIATED PRESS BROADCASTERS

Chairman: Laverne W. Waltman—WLPO, LaSalle
Vice-Chairman: Robert LaMere—WLBH, Mattoon

ILLINOIS

WJPF

HERRIN—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Orville W. Lyerla
Business-Studio Address.....P. O. Box 179
Phone Number 382-3
Transmitter Location.....2.2 Mi. N. of Herrin
Air Time.....5:30 a.m.-10:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....NAB, BMB
Owner.....Orville W. Lyerla
Gen.-Station-Comm. Mgr.....Charles R. Cook
Sales Manager.....Fred Simmons
Musical Director.....Frank E. Elders
Chief Engineer.....Rayburn Yandell

WLDS

JACKSONVILLE—1941

Frequency: 1180 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Milton Edge & E. J. Korsmeyer
Business-Studio.....Fox Illinois Theatre Bldg.
Phone Number 1180
Transmitter Location..1.7 Mi. E. of Jacksonville on Old State Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Standard
Representative .....Hal Holman
Membership .....NAB, BMB
Gen., Sta., Comm. Mgr.....E. J. Koremeyer
Program Director.....T. J. Fairburn
Musical Director.....Virginia Colwell
Chief Engineer.....G. J. Cassens
Farm Editor.....E. H. Garlich

WJOL

JOLIET—1926

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Joliet Bcstg. Co.
Business-Studio-Transmitter....601 Walnut St.
Phone Number 4761-2
Air Time.....7 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
President .....Calvin Wilson
Gen.-Sta.-Comm. Mgr.....Joseph J. Garvey
Program Director.....Eileen Caron
Publicity Dir.....William Charnley
Chief Announcer.....Scott Dilworth
Musical Director.....Gregg Phillips
Chief Engineer.....Lester DeCosta

WKAN

KANKAKEE—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kankakee Daily Journal Co.
Business-Studio Address..183 N. Schuyler Ave.
Phone Number 3-6633
Transmitter Location .....R. R. 1
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....World, Standard
Representative .....Hal Holman
Membership .....NAB
President.....Leslie C. Small
Station Manager.....Bruce Brown
Commercial Manager.....Robert Hawkins
Program Director.....Orren Allain
Production Dir.....Ed Nix
Chief Engineer.....Robert Harrell

WLPO

LA SALLE—1947

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By...La Salle County Bcstg. Co.
Business Address.....P. O. Box 399
Phone Number 3100
Studio Address.....Medical Arts Bldg.
Transmitter Location.....Near Oglesby
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service.....World, Lang-Worth
Membership .....NAB, BMB
President.....Mrs. E. M. Miller
General-Commercial Mgr.....William Holm
Program Director.....Joseph Terrando
News Director.....Laverne Waltman
Musical Director.....Harrison Leurig
Chief Engineer.....Lawrence McCann

WPRG

LINCOLN—1949

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Operated By.....Prairie Radio Corp.
Business Address.....P. O. Box 406
Phone Number 209
Air Time .....Daytime
News Service .....AP
Pres., Chief Engr.....Ray F. Kanochel
Acting Comm. Mgr.....John H. Deal
Pgm. Dir., Prom. Mgr.....Allyne V. Nugent

WKAI

MACOMB—1947—KBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Macomb Bcstg. Co.
Business-Studio Address....113 E. Carroll St.
Phone Number 1350
Transmitter ... Hway. 67, E. of City Limits
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service..Thesaurus, SESAC, KBS
Membership .....NAB
President.....James C. Bailey
Gen., Sta. Mgrs.....J. C. Bailey, L. B. Landis
Prog.-Prod. Dir., Chief Announcer..Gene Spry
Chief Engineer.....Maurice Riggins

WGGH

MARION—1949

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Operated By.....Marion Bcstg. Co.
Business Address.....R. R. No. 4
Phone Number 824
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
Partner, Gen. Mgr.....Hartley Grisham
Partner, Chief Engr.....George W. Dodds
Program Dir.....John O. Weaver

WLBH

MATTOON—1946

Frequency: 1170 Kc.....Power: 250 Watts d.
Owned-Operated By.....Mattoon Bcstg. Co.
Bus.-Studio Address....17th & Broadway Ave.
Phone Number 3800
Transmitter Location....¾ Mi. N. of Mattoon on Hway. 45
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Capitol
Representative .....Holman
Membership .....NAB, BMB
President, Gen.-Station Mgr.....J. R. Livesay
Commercial Manager.....Rolland O. Looper
Sales Promotion Manager.....Dwain Bower
Program Director.....Robert F. LaMere
Chief Announcer.....Charles R. Guess
Musical Director.....Ken Jakle
Chief Engineer.....Ray Livesay
Farm Editor.....Alvin Pigg

WQUA

MOLINE—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Moline Bcstg. Corp.
Business-Studio Address.....1319 5th Ave.
Phone Number .....Moline 7000
Transmitter Location.....7th St. Ext.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Rambeau
Membership .....NAB, BMB
Pres., Treas., Gen. Mgr.....Bruff W. Olin, Jr.
Exec. V.P., Comm. Mgr.....G. LaVerne Flambo
Program Dir.....Jack Davis
Chief Engineer.....Larry Lynch

WVMC

MOUNT CARMEL—1948

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Operated By...Mt. Carmel Bcstg. Co.
Address.....114½ W. 4th St.
Phone Number 937
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Owner, President.....Charles Vandever
Gen., Comm. Mgr., Pgm. Dir.....Jerrell Henry
Chief Engineer.....Raymond E. Luth

WMIX

MT. VERNON—1946

Frequency: 940 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Mt. Vernon Radio & TV Co.
Address.....2 Radio Center Bldg.
Phone Number 3500
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....NAB
President.....John Russell Mitchell
Station Manager.....Richard C. Barnes
Program Director.....Jack Gordon
Publicity Director.....William C. Bailey
Musical Director.....Gladys Bean
Chief Engineer.....Adron Miller

WVLN

OLNEY—1947

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Operated By.....Olney Bcstg. Co.
Business-Studio Address.....302½ E. Main St.
Phone Number 935
Transmitter Location.....1 Mi. S. of Olney
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Representative .....Hal Holman
Pres., Gen. Mgr.....Marshall H. Poole
Sta. Mgr.....Edward Raasch
Program Director.....James Butler
Chief Engineer.....James H. Weber

WSIV

PEKIN—1945—MBN-IFB

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Operated By....Pekin Bcstg. Co., Inc.
Business-Studio Address.....15 S. Capitol St.
Phone Number.....1747, 1539
Transmitter.....Midway bet. Pekin & Peoria
Air Time.....6:30 a.m.-local sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Hal Holman
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....W. Kenneth Patterson
Commercial Manager.....J. Ed Henry
Sales Prom. Mgr., Pub. Dir.....George Udry
Program Director.....Robert R. Snow
Production Dir.....Myles Foland
Musical Dir., Chief Anncr.....Charles Timm
Chief Engineer.....Emil Prandoni

WEEK

PEORIA—1947—NBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By...West Central Bcstg. Co.
Business-Studio Address..Commercial National Bank Bldg.
Phone Number 3-3688
Transmitter Location .....Bartonville
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NAB, BMB
President.....Sen. Robert S. Kerr
Station Manager.....Fred C. Mueller
Comm. Mgr., Pgm. Dir.....George Cremeens
Production Directors.....Robert Murray, Leonard Elliott
Chief Engineer.....Wayne Lovely

WIRL

PEORIA—1948—ABC

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Illinois Valley Bcstg. Co.
Business-Studio Address..115 N. Jefferson Ave.
Phone Number 4-9239
Transmitter Location.....Tazewell County
Air Time .....Unlimited
News Service .....UP
Representative .....Avery-Knodel
Membership .....BMB
President.....Timothy W. Swain
Gen., Sta., Comm. Mgr.....Tom Gavin
Chief Engineer.....Rudolph Luukinen
Pgm., Prod. Dir.....Harlan E. Ralston
Publicity Dir.....Jack Lawrence
Farm Editor.....Dick Herm

WMBD

PEORIA—1927—CBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By.....Peoria Bcstg. Co.
Bus.-Studio Address.....212 South Jefferson
Phone Number 6-0711
Transmitter Location.....1 Mi. S. of Groveland
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....Free & Peters
Membership .....NAB, BMB
President.....Edgar L. Bill
Executive Vice-President.....Charles C. Caley
Commercial Mgr.....Don D. Kynaston
Sales Mgr., Pub. Dir.....Florence Luedeke
Program Director.....Charles B. Barnhart
Production Dir.....Marvin H. Hult
Music Director.....Harold Osborne
Director of Engineering.....A. James Ebel
Farm Director.....Emil Bill

WMMJ

PEORIA—1946—MBS

Frequency: 1020 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Mid-State Bcstg. Co., Inc.
Business-Studio Address.....408 Fulton St.
Phone Number 9164
Transmitter Location.....High View Rd.
Representative.....John E. Pearson
Pres., Gen. Mgr.....W. J. Kutsch

WWXL

PEORIA—1946

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Oper. By...Central Illinois Radio Corp.
Business-Studio Address.....Hotel Jefferson
Phone Number 9106
Transmitter Location.....Creve Coeur
Air Time.....6 a.m.-M.
News Service .....INS
Transcription Service .....SESAC
Representative .....Burn-Smith
President .....Joseph Giddan
Gen., Sta. Mgr.....Michael Henry
Comm., Sales Prom. Mgr.....Dodd Boyer
Program Dir.....Patricia Zimmerle
Production Dir.....Paul M. Enright
Publicity Dir.....Charlotte Sutton
Chief Announcer.....Lee Rothman
Musical Director.....Marjorie Grant
Chief Engineer.....Carl Horine
Farm Editor.....Burt Sherwood

WGEM

QUINCY—1948—ABC

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Operated By.....Quincy Bcstg. Co.
Business-Studio Address.....Hotel Quincy
Phone Number 6840
Transmitter Location.....Ellington Township
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker
President.....T. C. Oakley
General Mgr.....Joseph S. Bonansinga
Program Dir.....Paul McClelland
Musical Director.....Mary Harvey
Chief Engineer.....John Haerle

WTAD

QUINCY—1926—CBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Lee Bcstg., Inc.
Business-Studio Address.....W.C.U. Bldg.
Phone Number 6200
Transmitter Location.....Melrose Township
Air Time.....5:45 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Associated

Representative.....Weed & Co.
Membership.....NAB, BMB, FMA
President.....Lee P. Loomis
General Manager.....Walter Rothschild
Nat. Sales Mgr...(Lee Stas.)..Walter Rothschild
Local Sales Mgr.....W. T. Burghart
Sales Prom. Mgr.....John Phillips
Program Dir.....Merritt Milligan
Traffic Dir.....Zoula Gatewood
News Editor.....Don Nicholson
Musical Dir.....Jean Fessler
Chief Engineer.....Urlin Whitman
Farm Editor.....Dick Faler
Consulting Engineer.....E. C. Page

WHBF

ROCK ISLAND—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By....Rock Island Bcstg. Co.
Business-Studio Address.....1800 3rd Ave.
Phone Number 6-5441
Transmitter.....52nd St., 23rd Ave., Moline
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Associated
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....Ben H. Potter
General-Station Mgr.....Leslie C. Johnson
Commercial Manager.....Maurice Corken
Program Director.....Forest W. Cooke
Publicity Director.....Fern R. Hawks
Chief Announcer.....Charles F. Harrison, Jr.
Chief Engineer.....Robert J. Sinnett

WROK

ROCKFORD—1928—ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Rockford Bcstrs., Inc.
Bus.-Studio Address.....Rockford Newstower
Phone Number 2-6621
Transmitter Location .....Guilford
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed
President.....Albert B. Simms
Gen., Sta. Mgr.....Walter M. Koessler
Commercial Manager.....John J. Dixon
Publicity Dir.....Betty L. Thro
Program Director.....Maurice P. Owens
Prod. Dir.....Bill Fischer
Farm Editor, Chief Anncr.....Don Bowton
Musical Director.....Lorna Lane
Chief Engineer.....Wilfred A. Smith

WCVS

SPRINGFIELD—1925—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WCBS, Inc.
Business-Studio Address...523 E. Capitol Ave.
Phone Number 9855
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NAB, BMB
President.....H. L. Dewing
Gen.-Station Mgr.....C. W. Neeld
Program Dir.....John Geil
Chief Engineer.....R. Ashenfelter

WTAX

SPRINGFIELD—1930—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WTAX, Inc.
Address.....Route 66 & E. Cook St.
Phone Number 2-4441
Air Time.....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Representative .....Weed
Membership .....NAB, BMB
President, General Manager...Oliver J. Keller
Comm. Mgr.....O. J. Keller, Jr.
Sales Prom. Manager.....Shelby T. Harbison
Program Director.....Gladys McGrew
Chief Announcer.....Glen Farrington
Musical Director.....William Nelms
Chief Engineer.....E. C. Swaringen
Farm Editor.....Murrell Singer

IN

Rockford, Illinois

87%*

OF HIGH SCHOOL STUDENTS

and their families

LISTEN REGULARLY TO

WROK & WROK-FM

*A recent survey of all students in Rockford High Schools showed this high percentage of regular listeners.

An ABC Affiliate

Headley-Reed Co. — *Nat'l Reps.*

WSDR

STERLING—1949

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By....Blackhawk Bcstg. Co.
Business Address.....Lawrence Bldg.
Phone Number.....Main 3400
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Pres., Gen. Mgr.....Sam Bartlett
Comm. Mgr.....Lillian Bartlett
Program Dir.....Todd Branson

WKID

URBANA—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By..University City Bcstg. Corp.
Business-Studio Address.....P. O. Box 192
Phone Number 7-5431
Transmitter Location.....½ Mi. SE City
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
President .....Elwood Fabert
Gen. Mgr., Chief Engineer..G. Max Kimbrel
Musical Director.....Joan Richards

WKRS

WAUKEGAN—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....New Sun Bcstg. Co.
Business Address.....P. O. Box 500
Phone Number.....ONtario 9000
Air Time .....Daytime
News Service .....AP
Transcription Service.....World, Standard
Representative .....McGillvra
President.....Frank H. Just
General Mgr.....Joseph B. Kirby
Commercial Mgr.....Donald DeThorn
Program Dir.....Fritz Sorenson
Chief Engineer.....M. D. Hunnicutt, Jr.

INDIANA

Estimated Population 3,994,000—Increase +16.5%—Radio Homes 1,168,000
Radio Families 1,192,000—Stations in State 42

WCBC

ANDERSON—1947

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Civic Bcstg. Corp.
Address.....116 W. 12th St.
Phone Number 8822
Transmitter Location..Junction of St. Rd. 9 & 67
News Service .....AP
Transcription Service .....World
Representative .....Hal Holman
President.....Lloyd B. Gallimore
Commercial Mgr.....Gerald Quick
Program Director.....Tom Thornburg
Promotion Mgr.....Fayola Mauck
Chief Engineer.....Robert Simmons

WHBU

ANDERSON—1923—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Anderson Bcstg. Corp.
Business-Studio.....640 Citizens Bank Bldg.
Phone Number 7791
Transmitter Location.....1110 Meridian St.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative .....Ra-Tel
Membership .....NAB
President.....C. Bruce McConnell
General Manager.....John R. Atkinson
Program Director.....E. R. McCord
Chief Engineer.....L. M. Shroyer

WBIW

BEDFORD—1948—MBFN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Bedford, Inc.
Address.....P. O. Box 169, Radio Farm
Phone Number 4421-2
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Lang-Worth, Capitol
Representative .....Ra-Tel
Pres., Gen., Sta. Mgr.....William C. Smith, Jr.
Commercial Manager.....Louis E. Gaines
Program Director.....Barbara Leahy
Promotion Mgr.....John Roell
Production Dir.....William Beatte
Chief Anncr., Farm Editor.....James Parker
Musical Dir.....Michael Sargent
Chief Engineer.....Carl Finger

WSUA

BLOOMINGTON—1946

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Radio Station WSUA, Inc.
Bus.-Studio Address...117½ W. Kirkwood Ave.
Phone Number 7277

Transmitter Location....State Rd. 37, 2 Mi. S. City Limits
Air Time .....Sunrise-sundown
News Service .....UP
Transcription Service.....Standard, World
Representative .....McGillvra
Membership .....NAB, BMB
President.....L. C. J. Yeager
General Mgr.....A. E. Tyler
Commercial Mgr.....Wesley Hensley
Program Director.....Steven T. Briggs
Chief Announcer.....Bernie Herman
Chief Engineer.....James Rolfe

WTOM

BLOOMINGTON—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Fred O. Grimwood
Business Address.....1325 N. 6th St., Quincy
Phone Number 7703
Studio Address.....Henderson Bldg.
Transmitter Location.....W. Allen St.
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayer
President.....Fred O. Grimwood
General Sta. Mgr.....Maurice Latimer
Commercial Mgr.....Paul Lennon
Program Director.....George Willeford
Chief Announcer.....Marc Williams
Musical Dir.....Betty Sparkman
Chief Engineer.....Ted May

WTTS

BLOOMINGTON—1949

Frequency: 1370 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Sarkes & Mary Tarzian
Business-Studio Address...535 S. Walnut St.
Phone Number 2-3366
Transmitter Location.....2½ Mi. SE of City
News Service .....AP
Transcription Service...Associated, Thesaurus
Representative.....William G. Rambeau Co.
Membership .....NAB
Owners.....Sarkes and Mary Tarzian
General Mgr.....Glenn Van Horn
Sales Prom. Mgr.....Robert Lemon
Program Dir.....Robert Petranoff
Publicity Dir.....Lyle Warrick
Musical Dir.....Gail Grissom
Chief Engineer.....Morton Weigel

WCNB

CONNERSVILLE—1948-HOOSIER

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....News Examiner Co.
Business-Studio Address.....406 Central Ave.
Phone Number 1950
Transmitter Location.....Summit Ave.
Air Time.....6:30 a.m.-local sundown
News Service .....UP
Transcription Service.....World, Capitol
Representative .....Arthur Cooley
Membership .....NAB, FMA
President.....Mrs. E. W. Tatman
General Mgr.....G. S. Tatman
Sta., Comm. Mgr.....E. M. Jackson
Pgm., Prod., Pub. Dir.....Alan G. Thompson
Chief Engineer.....James C. Wulliman

WTRC

ELKHART—1931—NBC-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owner-Oper. By..The Truth Publishing Corp.
Business-Studio Address....116 S. Second St.
Phone Number 3-1960
Transmitter Location.....Oakland Ave.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, Standard, Associated, Keystone
Representative .....Burn-Smith
Membership .....NAB, BMB
General Mgr.....Richard W. Holloway
Commercial Mgr.....Donald McFall
Sales Prom. Mgr., Pub. Dir.....Dorothy Fleck
Program Dir.....Henry J. Davis
Chief Announcer.....Louis I. Glass
Chief Engineer.....Lester Zellmer
Chief Engineer.....Lester Zellmer
Farm Editor.....Roscoe Stangland

WEOA

EVANSVILLE—1936—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WFBM, Inc.
Business-Studio Address.....24 N.W. 3rd St.
Phone Number 4-9215
Transmitter Location.....5th & Vine Sts.
Air Time.....6 a.m.-12:05 a.m.
News Service .....INS
Transcription Service .....Lang-Worth
Representative .....Katz
President.....Harry M. Bitner, Jr.
General-Station-Commercial Mgr...Don Menke
Program-Publicity Director.....Bill Fall
Chief Engineer.....Robert Wilson
Farm Editor.....Eddie Duncan

WGBF

EVANSVILLE—1923—NBC

Frequency: 1280 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....On The Air, Inc.
Business-Studio Address.....519 Vine St.
Phone Number 21171
Transmitter Location.....Burkhardt Rd.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World

Representative .....Weed
Membership .....NAB, BMB
General Manager.....Clarence Leich
Operations Manager.....Martin L. Leich
Promotion Manager.....Del Greenwood
Program Director.....Mrs. Pat Roper
Chief Engineer.....Erwin P. Schoeny
Chief Anncr., Farm Editor.....Fred Rollison

WIKY
EVANSVILLE—1947

Frequency: 820 Kc.....Power: 250 Watts d.
Owned-Oper. By...South Central Bcstg. Corp.
Address.....Mt. Auburn Rd. & Bismark St.
Phone Number 4-8284
Air Time .....Daytime
News Service .....AP
Transcription Service.....Associated, Capitol
Membership .....NAB, BMB, FMA
Pres., Gen.-Sta. Mgr.....John A. Engelbrecht
Commercial Mgr.....John Barrett
Musical Director.....Ken McCutchan
Chief Engineer.....George F. Stoltz

WJPS
EVANSVILLE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WJPS, Inc.
Business-Studio Address.....206 Main St.
Phone Number 5-2221
Transmitter Location.....Mohr Rd. Bet. 1st & St. Joseph Ave.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative .....Robert Meeker
Membership .....NAB
President.....Robert S. Davis
Gen., Sta., Comm. Mgr.....Robert J. McIntosh
General-Commercial Mgr...Robert J. McIntosh
Sales Prom. Mgr., Pub. Dir.....E. Ward Crane
Program-Production Dir.....Jack McLean
Musical Director.....Dorothy Roeder
Chief Engineer.....Gilbert Hoffman

WANE
FT. WAYNE—1948—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Radio Fort Wayne, Inc.
Address.....1205 Fort Wayne Bank Bldg.
Phone Number.....Anthony 6212
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Bolling
President.....C. Bruce McConnell
General Manager.....Robert B. McConnell
Commercial Manager.....Glenn R. Thayer
Program Dir.....Warren Cook
Publicity Director.....Seymour Kaplan
Chief Engineer.....William Wallace Warren

WGL
FT. WAYNE—1924—NBC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By..News-Sentinel Bcstg. Co., Inc.
Business-Studio Address..201 W. Jefferson St.
Phone Number E-3366
Transmitter Location....Lower Huntington Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service...Standard, Lang-Worth
Representative .....Headley-Reed
President.....Helene R. Foellinger
Gen., Sta. Mgr.....Pierre Boucheron
Commercial Mgr.....Merrill C. Johnson
Pgm., Prod. Dir.....Norman Widenhofer
Pgm. Mgr., Pub. Dir.....Maxine Shaw
Chief Engineer.....Don Holzapfel

WKJG
FT. WAYNE—1947—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By..Northeastern Indiana Bcstg. Co., Inc.
Business-Studio Address...3802 S. Calhoun St.
Phone Number.....Harrison 6111
Transmitter Location....Decatur & Maple Rds.
Air Time .....Unlimited
News Service.....UP
Transcription Service .....World
Representative .....Raymer
President.....Clarence L. Schust
General Mgr.....Edward R. Thoms
Asst. to Mgr.....Hilliard Gates
Office Mgr.....Paul Bear
Program Dir.....Calo O. Mahlock
Chief Engineer.....Thomas J. Copeland
Farm Editor.....Charles Powell

WOWO
FT. WAYNE—1925—ABC

Frequency: 1190 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Westinghouse Radio Stations, Inc.
Business-Studio Address....925 S. Harrison St.
Phone Number.....Anthony 2136
Transmitter Location.....Routes 30 & 33
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Capitol
Representative.....Free & Peters
Membership .....BMB
President .....Walter Evans
Vice-President.....Walter E. Benoit
General Manager.....J. B. Conley
Station Manager.....Robert G. Duffield
Sales Manager.....Paul E. Mills
Sales Prom. & Pub. Mgr...Hilda C. Woehrmeyer
Program Manager.....Carl Vandegrift
Chief Engineer.....Bruce Ratts

WWCA

GARY—1949

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....Lake Bcstg. Co., Inc.
Business-Studio Address.....Hotel Gary
Phone Number 9171
Transmitter Location.....50th & Chase Sts.
Air Time.....6 a.m.-2 a.m.
News Service .....AP
Transcription Service .....Standard
Membership .....NAB, BMB
Pres., Gen., Sta. Mgr.....Dee O. Coe
Pgm., Prod. Dir.....Todd Branson
Publicity Director.....Shaun Murphy
Chief Announcer.....Mike Rapchak
Chief Engineer.....Victor H. Voss

WJOB

HAMMOND—1928

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....South Shore Bcstg. Corp.
Business-Studio Address.....449 State St.
Phone Number.....Sheffield 8400
Transmitter Location..6425 Indianapolis Blvd.
Air Time.....8 a.m.-M.
News Service .....UP
Transcription Service.....Associated, World, SESAC
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President, General Manager..Robert C. Adair
Station Manager.....L. B. Weller
Commercial Manager.....Al Halus
Prom. Mgr., Publicity Dir.....Glen Thomas
Program Director.....Wilbert Wobus
Chief Announcer.....Jack Popper
Musical Director.....Leona Manis
Chief Engineer.....Jess Peters
News Director.....Wm. Warrick

WFBM

INDIANAPOLIS—1924—CBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....WFBM, Inc.
Business-Studio Address..48 Monument Circle
Phone Number.....Lincoln 8506
Transmitter Location.....Millersville Rd.
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service .....Associated
Representative .....Katz
Membership ....NAB, BMB
Comm. Sales Prom. Mgr.....William F. Kiely
Program Dir.....Frank O. Sharp
Publicity Dir.....Norman Travis
Chief Announcer.....Lyell Ludwig
Chief Engineer.....Harold Holland
Farm Editor.....Harry Martin

WIBC

INDIANAPOLIS—1938—MBS

Frequency: 1070 Kc.....Power: 50,000 d.; 10,000 n.
Owned-Operated By.....WIBC, Inc.
Business-Studio Address.30 W. Washington St.
Phone Number.....Lincoln 2305
Transmitter Location.....E. 86th St., Zionsville
Air Time.....4:55 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....John Blair
Membership .....NAB, BMB
President.....Richard M. Fairbanks
V.P., General Mgr.....Kenneth W. Church
Program Director.....William L. Dean
Chief Announcer.....James Shelton
Musical Director.....Ray Hopkins
Chief Engineer.....Harry E. Adams
Farm Editor.....Oscar Cooley

WIRE

INDIANAPOLIS—1924—NBC

Frequency: 1430 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Indianapolis Bcstg., Inc.
Business-Studio Add...307 N. Pennsylvania St.
Phone Number.....Ri. 1541
Transmitter Location....44th St. & Knollton Rd.
Air Time.....5 a.m.-M.
News Service.....AP, UP
Transcription Service.....World, Thesaurus
Representative.....John E. Pearson
Membership .....BMB
President.....Eugene C. Pulliam
V.P., Gen.-Station Mgr...Willard C. Worcester
Commercial Manager.....Daniel C. Park
Prom. Mgr., Pub. Dir.....James N. Willingham
Pgm., Prod. Dir.....M. Wayland Fullington
Chief Anncr., Farm Editor.....Thomas Peden
Chief Engineer.....Eugene E. Alden

WISH

INDIANAPOLIS—1940—ABC

Frequency: 1310 Kc.....Power: 5000 Watts .d; 1000 n.
Owned-Oper. By.....Universal Bcstg. Co., Inc.
Business-Studio Address..1440 N. Meridian St.
Phone Number.....Riley 2595
Transmitter Location...Post Rd. & English Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative.....Free & Peters
Membership .....NAB, BMB
President.....Frank E. McKinney
General-Commercial Mgr....George J. Higgins
Sales Prom. Mgr., Pub. Dir.....Reid Chapman
Program Director.....William E. Frosch
Musical Director.....Virginia Byrd
Chief Engineer.....Stokes Gresham, Jr.
Farm Editor.....Howdy Carlson

WXLW

INDIANAPOLIS—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Indianapolis, Inc.
Address.....8003 Kessler Blvd.
Phone Number.....Highland 6494
Air Time.....6 a.m.-Local sunset
News Service .....UP
Transcription Service.....Capitol, World
Representative .....Metropolitan
Membership .....NAB
President.....John C. Appel
General Manager.....Gene S. Kelly
Program Director.....Shirl K. Evans, Jr.
Chief Engineer.....Edward C. Lockwood
Farm Editor.....Howdy Carlson

WITZ

JASPER—1948

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Jasper On The Air, Inc.
Business Address.....Box 167
Phone Number.....Jasper 678
Studio-Transmitter...Hiway 45, 3 Mi. S. City
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....Associated
President.....Gilbert E. Metzger
General-Station Mgr., Dir....Dale S. Pharee
Commercial Manager.....Dennis Keller
Sales Promotion Mgr.....Jake Higgins
Program Dir.....Bryan Davidson
Chief Engineer-Farm Editor....Bill Richardson

WIOU

KOKOMO—1948—CBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By..North Central Indiana Bcstg. Corp.
Business-Studio Address.....Radio Center
Phone Number 6194
Transmitter.....Rd. 26, E. of State Rd. 31
Air Time .....Unlimited
News Service .....AP
Transcription Service.....RCA Victor
Representative .....Weed
Membership .....NAB, BMB
President .....Richard Blacklidge
V.P., Gen. Mgr.....John Carl Jeffrey
Program Dir.....James Muse
Production Dir.....Carroll Reynolds
Publicity Dir.....Charles Barkley
Chief Engineer.....Chester Rector
Farm Editor.....Dixon Harper

WASK

LAFAYETTE—1941—MBS-HOOSIER

Frequency: 1450 Kc..... Power: 250 watts
Owned-Operated By ..... WFAM, Inc.
Business-Studio Address ..... Wallace Bldg.
Phone Number 4300
Transmitter Location ..... McCarty Lane
Air Time ..... 6 a.m.-11 p.m.
News Service ..... UP
Transcription Service ..... World
Membership ..... NAB, BMB
Pres.,Gen.Mgr. ..... O. E. Richardson
Sales Pro.-Mgr. Pub. Dir- ..... Hi Shumway
Prod.Dir.-Chief Announcer .. A. E. Morehouse
Chief Engineer ..... Harry Garba

WLOI

LA PORTE—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By..La Porte County Bcstg. Co., Inc.
Business-Studio Address.....Rumely Hotel
Phone Number 3734
Transmitter Location.....Holton Rd.
Air Time .....Daytime
News Service .....INS
Transcription Service .....Capitol
President.....Hoyt H. Scott
Treasurer.....Dr. Edward Young
Gen., Sta. Mgr.....William A. Whitlock
Chief Announcer.....Gene LaGrange
Chief Engineer.....Raymond Mould
Farm Editor.....Ralph Beyers

WSAL

LOGANSPORT—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Logansport Bcstg. Corp.
Address.....216 Fourth St.
General Mgr.....Joe Jordan
Sales Prom. Mgr.....Willis Searfoss

WBAT

MARION—1947

Frequency: 1600 Kc ..... Power: 500 watts d
Owned-Operated By .... Marion Radio Corp.
Business-Studio Address.....P. O. Box 309
Phone Number 5500
Transmitter Location ... ¾ Mi. So. Roseburg
Air Time ..... 5:30 a.m. Local Sun-Set
News Service ..... AP
Transcription Service ..... World
Membership ..... NAB
Pres., Gen.-Sta. Mgr., Pub. Dir.....J. H. Bone
Comm.-Sales Prom. Mgr. .... Kermit A. Botkin
V.P., Asst. Gen. Mgr.....H. P. Hipps
Prog-Prod-Musical Dir. ..... Lenora Fuller
Chief Engineer ..... Chas. E. Westfall

WIMS

MICHIGAN CITY—1947

Frequency: 1420 Kc.....Power: 1000 Watts d. (CP 500 n.)
Owned-Oper. By...Northern Indiana Bcsters., Inc.

Business-Studio Address ..... 415 Franklin St.
Phone Number 4980
Transmitter Location.....Keiffer Rd. 3 Mi. Outside of city limits
Air Time ..... Local sunrise-sunset
News Service ..... UP
Transcription Service ..... World
Representative .....Ra-Tel
President ..... O. E. Richardson
General Manager ..... E. R. Herkner
Program Director ..... Richard S. Olson
Chief Engineer ..... Robert Schilling
Farm Editor ..... Charles Sharpless

WLBC

MUNCIE—1926—CBS

Frequency: 1340 Kc ..... Power: 250 Watts
Owned-Operated By .. Tri City Radio Corp.
Business Address.....P. O. Box 271
Phone Number 4403
Studio-Trans. Location.....Hway. 35 SE City
Air Time.....6:45 a.m.-12:05 a.m.
News Service ..... AP
Transcription Service .....Standard
Representative.....Walker, Hal Holman
Pres., Gen. Mgr.....D. A. Burton
Comm. Mgr.....W. F. Craig
Program Director.....Lee Allerton
Musical Director ..... Bill Summers
Chief Engineer ..... Maury Crain

WLRP

NEW ALBANY—1949

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By..Ohio Valley Bcstg. Co.
Address.....1216 Slate Run Rd.
Phone Number 2235
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Pres., Gen. Mgr.....Roy L. Hickox
Commercial Mgr.....John M. Fouts
Chief Engineer.....Robert Parmenter

WKBV

RICHMOND—1926—MBS

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Operated By .... Central Bcstg. Corp.
Bus.-Studio-Transmitter Address..25 S. Ninth St.
Phone Number 2-1158
Air Time ..... 6 a.m.-10:30 p.m.
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Representative ..... Robert Meeker
Membership ..... NAB
Pres., Gen. Mgr.....G. F. Albright
Comm., Sales Prom. Mgr.....R. L. Nusbaum
Program Dir.....A. F. Schroy
Chief Engineer ..... L. J. Duning

INDIANA

WHY IS AP THE BEST?

BECAUSE—AP is more experienced than any other news service . . . more than 100 years collecting and distributing news.

INDIANA ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

Chairman: George Higgins—WISH, Indianapolis
AM Vice-Chairman: William Spencer—WHOT, South Bend
FM Vice-Chairman: John Englebrecht—WIKY, Evansville
Secretary-Treasurer: John Jameson—AP Chief of Bureau

INDIANA

WJCD

SEYMOUR—1949

Frequency: 1590 Kc.....Power: 500 Watts d.
Owned-Operated By.....Dr. Azra C. Baker
Address .....Seymour
Phone Number 1212
News Service .....AP
Air Time .....Daytime
Transcription Service.....Standard, SESAC
Pres., Gen. Mgr.....Dr. Azra C. Baker
Program Dir.....Clement Cockrel
Chief Engineer.....Arnold Haun

WHOT

SOUTH BEND—1944—ABC

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Operated By South Bend Bcstg. Corp.
Bus.-Studio-Transmitter Address...St. Joseph & Monroe Sts.
Phone Number 3-4155
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... Associated
Representative ..... Bolling
Membership .....NAB
President ..... C. Bruce McConnell
Gen.-Sta.-Comm. Mgr.....William H. Spencer
Sales Prom. Mgr.....C. J. Pajakowski
Pgm., Prod. Dir.....Robert Bell
Musical Director ..... Orville Foster
Chief Engineer.....David Maltby

WJVA

SOUTH BEND—1947

Frequency: 1580 Kc ..... Power: 250 Watts d
Owned-Operated By ..... St. Joseph Valley Bcstg. Corp.
Business Address ..... 214 W. Wayne St.
Phone Number 38668
Studio-Transmitter Address .....Mishawaka Hotel & N Hickory Rd.
Air Time ..... Sunrise-Sunset
News Service ..... UP
Membership ..... NAB
President ..... B. W. Redifer
Sta. Mgr. Prog. Dir. ..... W. W. Oliver
Comm.-Sales Prom. Mgr. ..... Dale Roberts

WSBT

SOUTH BEND—1922—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By The South Bend Tribune
Business-Studio Address.....Tribune Bldg.
Phone Number 3-6161
Transmitter Location ..... 7 mi. s.e. of city
Air Time ..... Unlimited
News Service ..... UP
Transcription Service.....Capitol, Standard
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President ..... F. A. Miller
Gen.-Sta. Mgr. ..... Robert H. Swintz
Commercial Manager ..... Neal B. Welch
Sales Prom. Mgr. Pub. Dir. Walter A. Sweitzer
Program Director ..... Robert J. Drain
Production Director ..... Oliver Parcher
Chief Announcer.....Morton Linder
Musical Director ..... Harlan Hogan
Chief Engineer ..... Herbert G. Cole
Farm Editor ..... Philip Combs

WTCJ

TELL CITY—1948—KBS

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By ..... James R. Brewer
Business-Studio Address.....Tell City
Phone Number 740
Transmitter Address.....Highway 66-E
Air Time .....Unlimited
News Service ..... AP
Owner, Pres., Gen. Mgr.....James R. Brewer
Sales Prom. Mgr., Pub. Dir...Steve Bellinger
Pgm., Prod. Dir.....Tom Allebrandi
Musical Director ..... Ruth Baumgart
Chief Engineer ..... James R. Brewer
Farm Editor.....Bill Faulkner

WBOW

TERRE HAUTE—1927—NBC

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By Banks of the Wabash, Inc.
Business-Studio Address ..... 303 S. Sixth St.
Phone Number ..... Crawford 5034
Transmitter Location ..... First & Peyton Sts.
Air Time.....6 a.m.-M.
News Service.....AP, UP
Representative .....Weed
Membership.....NAB, BMB, FMA
President .....Alvin Eades
General-Station Manager..William F. Rippetoe
Sales Prom. Manager.....Sigel A. Roush
Program Director.....Leo J. Baxter
Prod. Dir., Chief Anncr.....Harry Frey
Publicity Director.....Madeline K. Barry
Chief Engineer.....Howard Stewart

WTHI

TERRE HAUTE—1948—ABC

Frequency: 1480 Kc.....Power: 1,000 Watts
Owned-Operated By....Wabash Valley Bcstg. Corp.
Business-Studio Address.....120 So. 7th St.
Phone Number.....Crawford 9481
Transmitter Location...13th St. & Hazelburger Road
Air Time.....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth

Representative .....Bolling
Membership.....NAB, BMB
President.....Anton Hulman, Jr.
Station Manager.....J. M. Higgins
Program Director.....Arnold C. Johnson
Publicity Dir.....Earl Johnson
Musical Director.....Ben Falber
Chief Enginer.....T. R. Felts
Farm Editor.....Arnold C. Johnson

WAOV

VINCENNES—1940—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vincennes Sun Co.
Business Address.....320 Bussevan St.
Phone Number 787-8
Studio Address.....Grant Hotel
Transmitter Location...Hgwy., N. of Vincennes
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth

Representative.....John E. Pearson
President.....Eugene C. Pulliam
General Manager.....Howard N. Greenlee
Station-Sales Promotion Mgr...Samuel J. Dodd
Program Director.....Don Sherwood
Publicity Dir., Chief Anncr.....Al Vare
Chief Technician.....Ralph Baldwin
Farm Editor.....Ernie Kerns

WKAM

WARSAW—1949

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By...Kosciusko Bcstg. Corp.
Address.....RFD No. 1
Phone Number 65
Air Time .....Daytime
News Service .....AP
Transcription Service.....McGregor, Cole
Pres., Gen. Mgr.....J. W. Autenrieth, Jr.
Program Dir.....Lynn M. Miller
Chief Engineer.....Charles F. Stinson

IOWA

Estimated Population 2,643,000—Increase +4.1%—Radio Homes 780,000
Radio Families 796,000—Stations in State 42

KASI

AMES—1948

Frequency: 1430 Kc....Power: 1000 Watts d.
Owned-Operated By.....Ames Bcstg. Co.
Business-Studio Address.....328½ Main St.
Phone Number 3460
Transmitter Location.....Ontario
Air Time .....Daytime
News Service .....UP
Transcription Service.....Thesaurus, Capitol
President.....W. S. Rupe
Gen., Sta. Mgr.....Arthur A. Skinner
Comm., Sales Prom. Mgr....H. M. Cleveland
Program Director.....Charles H. Forbes
Chief Anncr., Farm Editor..Charles H. Forbes
Musical Director.....Mendy Mendenhall
Chief Engineer.....Doyle D. Kelso

KBUR

BURLINGTON—1941—ABC

Frequency: 1490.....Power: 250 Watts
Owned-Operated By....Burlington Bcstg. Co.
Business-Studio Address..National Bank Bldg.
Phone Number.....680
Transmitter Location.....West Burlington
Air Time.....6:00 a.m.-M
News Service.....UP

Transcription Service .....Standard
Representative .....Taylor-Borroff
Membership .....NAB, FMA
Pres., Gen. Mgr.....Gerard B. McDermott
Prom., Comm. Mgr.....David H. Steinle
Secretary-Treasurer.....R. H. Plock
Program Director.....Richard Mosena
Chief Engineer.....John Gallino

KCRG

CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc.....Power 5000 Watts
Owned-Operated By.....The Gazette Co.
Business-Studio Address....104 First St., SW
Phone Number.....4194
Transmitter Location.....Cedar Rapids
Air Time.....Unlimited
News Service.....AP, INS
Transcription Service....Standard, Associated
Representative .....Burn-Smith
Membership.....NAB, BMB, FMA
Secretary, Vice-President..Joseph F. Hladky
Gen., Sta., Comm. Mgr...Fred W. Wagenvoord
Program Dir.....Wade S. Patterson
Production Dir.....Jack Ware
Publicity Dir.....Edna A. Herbst
Musical Dir.....Jordon Jacks
Chief Engineer.....Kenneth M. Caldwell
Farm Editor.....Rex Conn

KWCR

CEDAR RAPIDS—1949—TALL CORN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Cedar Rapids Bcstg. Corp.
Business Address.....211 First St., SW
Phone Number 3-8265
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Capitol, Thesaurus
Representative .....McKinney
President.....William J. Barron
General Mgr.....Paul E. Millen
Program Dir.....Ralph Willey
Chief Engineer.....James A. Dickens

WMT

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....American Bcstg. Stations, Inc.
Business-Studio Address..Para. Theatre Bldg.
Phone Number 6127
Transmitter Location.....Marion
Air Time.....5:30 a.m.-12:05 a.m.
News Service.....AP, INS, UP
Transcription Service.....World, Lang-Worth, MacGregor
Representative .....Katz
Membership.....NAB, BMB
Exec. Vice-Pres.....William B. Dolph
General-Station Mgr.....William B. Quarton
Commercial Manager....Lew Van Nostrand
Promotion Mgr.....Leo F. Cole
Program-Production Director..Douglas B. Grant
Publicity Dir.....Dorothy Ireland
Chief Announcer.....Bob Leefers
Musical Director.....June Caldwell
Chief Engineer.....George Hixenbaugh
Farm Editor.....Charles A. Worcester

KCOG

CENTERVILLE—1949

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By...Centerville Bcstg. Co.
Business Address.....1910 S. Main St.
Phone Number 131
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
President.....Robert K. Beck
General Mgr.....Robert G. Irwin
Program Dir.....John McCaughey
Chief Engineer.....Robert Moore

KCHA

CHARLES CITY—1949

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Inland Bcstg. Corp.
Business Address.....Charles City
Phone Number 787
Air Time .....Daytime
President.....Dean Hollingsworth
Chief Engineer.....Robert Weiry

KROS

CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Clinton Bcstg. Corp.
Business-Studio Address....246 Fifth Ave. S.
Phone Number.....448
Transmitter Location.....13th Ave. North & Elvira Road
Air Time.....6:00 a.m.-M
News Service.....UP
Transcription Service .....Thesaurus
Representative .....Everett-McKinney
Membership .....NAB
President.....W. S. Jacobsen
Gen., Sta., Comm. Mgr.....Walter Teich
Pgm., Prod. Dir.....Emmett Hassett, Jr.
Publicity Dir.....Lucille Scoggins
Chief Announcer.....Henry Dihlmann
Musical Dir., Farm Editor.....Albert Peck
Chief Engineer.....Gilbert Andrew

KSWI

COUNCIL BLUFFS—1947

Frequency: 1560 Kc.....Power: 500 Watts d.
Owned-Operated By...Nonpareil Bcstg. Co.
Business Address.....P. O. Box 509
Phone Number.....4041 Council Bluffs, Jackson 7736 Omaha, Neb.
Studio Addresses..Strand The. Bldg., Council Bluffs, Live Stock Exc. Bldg., Omaha, Neb.
Transmitter Location.....South Omaha Road
Air Time .....Daytime
News Service .....AP
Transcription Service..Associated, Lang-Worth
Station Representative.....Everett-McKinney
Membership.....NAB, FMA
President.....Robert R. O'Brien
Gen., Sta., Comm. Mgr.....Robert L. Davis
Pgm., Prod. Dir.....Harold Hughes
Chief Engineer.....Robert W. Hall
Farm Editor.....C. W. McManamy

KSIB

CRESTON—1946—KBS—TALL CORN

Frequency: 1520 Kc....Power: 1000 Watts d.
Owned-Oper. By....Southwest Iowa Bstg. Co.
Address .....Radio Center
Phone Number.....55
Air Time.....Sunrise to sunset
News Service.....AP
Transcription Service.....Thesaurus, SESAC
Representative .....Everett-McKinney

President.....Arthur Horning
General-Station Mgr., Pub. Dir...E. M. Horning
Pgm.-Prod. Dir.....Dorothy Lindley
Chief Anncr., Musical Dir.....Jack Mills
Chief Engineer.....Jean Poole
Farm Editor.....Shep Shafer

KSTT

DAVENPORT—1946
MBS-IOWA TALL CORN

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Operated By..Davenport Bcstg. Co. Inc.
Business-Studio Address.....324 Main St.
Phone Number.....2-3525
Transmitter Location.....Milan, Ill.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....C. P. MacGregor
Representative.....J. P. McKinney
President, Station Manager...Hugh R. Norman
Commercial Mgr.....Herb Peterson
Chief Announcer.....William Genett
Musical Director.....Pat Alan
Farm Editor.....Warren Anderson

WOC

DAVENPORT—1922—NBC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address.....805 Brady St.
Phone Number.....3-3661
Transmitter Location.....R. R. No. 1
Air Time.....6 a.m.-M
News Service.....UP
Transcription Service...Lang-Worth, Thesaurus
Representative.....Free & Peters
Membership.....NAB, BMB, FMA
President.....Col. B. J. Palmer
V. Pres. & Treas.....D. D. Palmer
Station Manager.....Ernie Sanders
Program-Production Director...Charles Freburg
Publicity Director.....Paul Ives
Musical Director.....George O. Sontag
Chief Engineer.....Paul G. Arvidson

KDEC

DECORAH—1947—MBS-TALL CORN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Telegraph-Herald
Business-Studio Address.....301 W. Broadway
Phone Number.....1240
Transmitter Location....600 Leiv Eiriksson Dr.
Air Time.....Shares time
News Service.....AP
Transcription Service.....Standard
Representative.....Everett-McKinney
Membership.....NAB
President.....F. W. Woodward
General Manager.....William J. Croker
Commercial Manager.....George Dorrington
Program Dir.....Thomas Cornlea
Chief Engineer.....Curtis Elttreim

KCBC

DES MOINES—1946

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Kapital City Bcstg. Co.
Business-Studio Address.....2323 Grand Ave.
Phone Number.....4-3151
Transmitter Location.....E. 42nd & Dean Ave.
Air Time.....6 a.m.-1 a.m.
News Service.....AP
Representative.....Weed
President.....Karl Peters
General-Station Mgr.....Rollo H. Bergeson
Commercial Mgr.....C. E. Grant
Operations Mgr.....J. I. Mitchell
Chief Engineer.....Bob Brown

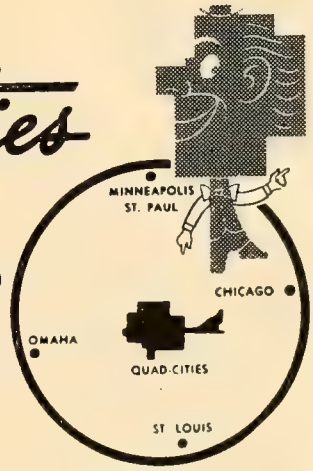
KIOA

DES MOINES—1948—MBS

Frequency: 940 Kc...Power: 10,000 d., 5000 n.
Owned-Oper. By..Independent Bcstg. Co., Inc.

FIRST IN THE QUAD Cities

DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE



BASIC Affiliate of NBC—
the No. 1 Network

WOC
AM 5,000 W., 1420 Kc.
FM 47 Kw., 103.7 Mc.
TV Channel 5
22.9 Kw. Video
12.5 Kw. Audio

DAVENPORT, IOWA
National Representatives Free & Peters, Inc.

Business-Studio Address.....Onthank Bldg., 10th & Mulberry
Phone Number.....2-9191
Transmitter Location.....Hartford
Air Time.....Unlimited
News Service.....INS, UP
Transcription Service.....World
Representative.....Paul H. Raymer
Membership.....NAB, BMB
Pres., Gen. Mgr.....Harold Baker
Promotion Mgr.....Janice R. Hull
Program Director.....William A. Wallace
Chief Engineer.....Lloyd R. Amoo

KRNT

DES MOINES—1935—ABC

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Business-Studio Address.....715 Locust St.
Phone Number.....3-2111
Transmitter Location....S.W. 22nd & Park Ave.
Air Time.....6 a.m.-M
News Service.....AP, INS, UP
Transcription Service....Standard, Associated
Station Representative.....The Katz Agency
Membership.....NAB, BMB
President.....Gardner Cowles
General-Station Managr.....Bob Dillon
Commercial Manager.....Paul Elliott
Sales Promotion Manager.....Joe Hudgens
Program Director.....Charles Miller
Production Director.....Dick Covey
Musical Director.....Wayne Ackley
Chief Engineer.....Charles Quentin
Farm Editor.....Joseph B. Ryan

KSO

DES MOINES—1932—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Murphy Bcstg. Co.
Business-Studio Address..Tenth & Grand Ave.
Phone Number.....3-0571
Transmitter Location.....E. 38th & Broadway
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Capitol
Station Representative.....Headley-Reed
Membership.....NAB, BMB
President.....Kingsley H. Murphy
Station-Commercial Mgr.....S. H. McGovern
Program Director.....Tom Lewis Shumate
Promotion Mgr.....Helen B. Maley
Chief Engineer.....F. E. Bartlett

KWDM

DES MOINES—1947—TALL CORN

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By..Des Moines Bcstg. Corp.
Business-Studio Address.....407 Fifth Ave.
Phone Number.....2-8363
Transmitter Location.....Levey Road
Air Time.....Unlimited
News Service.....INS, UP
Transcription Service..Cole, Capitol, Associat'd
Representative.....Everett-McKinney
Membership.....NAB
Pres., Natl. Sales Mgr.....George W. Webber
Station Manager.....Robert L. Webber
Commercial Manager.....H. R. Hurd
Program Director.....Edith D. Webber
Promotion Mgr.....Ira L. Johnson
Chief Engineer.....Werner Schwarz

WHO

DES MOINES—1924—NBC

Frequency: 1040 Kc.....Power: 50,000 Watts
Owned-Operated By.....Central Bcstg. Co.
Business-Studio Address.....914 Walnut St.
Phone Number.....3-7147
Transmitter Location.....Mitchellville
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service.....Thesaurus, SESAC
Station Representative.....Free & Peters
Membership.....NAB, BMB
President.....Col. B. J. Palmer
V. Pres. & Resident Mgr.....Paul A. Loyet
Exec. V. Pres.....Ralph Evans
Commercial Manager.....Harold Fulton
Program Director.....Jack Kerrigan
Production Director.....Kenneth Gfeller
Musical Director.....Don Hovey
Chief Engineer.....Reed E. Snyder
Farm Editor.....Herb Plambeck

KDTH

DUBUQUE—1941—MBS-TALL CORN

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By....Dubuque Telegraph-Herald
Bus.-Studio Address...Eighth Ave. & Bluff Sts.
Phone Number.....1603
Transmitter Location.....East Dubuque
Air Time.....Unlimited
News Service.....AP
Transcription Service....Standard, Associated
Station Representative.....Everett-McKinney
Membership.....NAB, BMB, FMA
President.....F. W. Woodward
General-Station Manager.....K. S. Gordon
Program Director.....Arnie Stierman
Chief Engineer.....Robert I. Hancock

WKBB

DUBUQUE—1933—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Dubuque Bcstg. Co.

Business-Studio Address.....505 Main St.
Phone Number.....572
Transmitter Location.....R. R. No. 2
Air Time.....6:15 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Robert Meeker
Membership.....NAB, BMB
President.....Charles T. Landon
General-Station Manager..James D. Carpenter
Commercial Mgr.....Harry Hatzenfuehler
Program-Production Dir.....Gleason Kistler
Chief Announcer.....L. Vaughn Gayman
Musical Director.....Ethel M. Carpenter
Chief Engineer.....John Uyeoka

KVFD

FT. DODGE—1939
MBS—TALL CORN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northwest Bcstg. Co.
Business-Studio Address.....Warden Bldg.
Phone Number.....Walnut 3761
Transmitter.....1 mi. S. W. of Ft. Dodge
Air Time.....Unlimited
News Service.....UP, INS
Transcription Service.....Lang-Worth
Representative.....Everett-McKinney
Membership.....NAB, FMA
President, General-Station Mgr...Edward Breen
Office Manager.....Mae Challberg
Commercial Mgr.....Max Landes
Sales Prom. Mgr.....Wally Engelhardt
Program Director.....Drexel Peterson
Publicity Director.....Kenneth Peterson
Chief Announcer.....Johnny Green
Chief Engineer.....David G. Sinclair

KXGI

FT. MADISON—1948

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Operated By.....Carson Radio, Inc.
Business-Studio Address.....Marquette Bldg.
Phone Number.....1360
Transmitter Location.....3 mi. W. of town
Air Time.....Sunrise to sunset
News Service.....AP
Transcription Service.....Capitol
President.....A. Orrie Carson
General Manager.....Robert M. Carson
Station Manager.....Milten Cohen
Chief Engineer.....Hubert Marshall
Farm Editor.....Jack Lloyd

KXIC

IOWA CITY—1948—HSN

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Johnson County Bcstg. Corp.
Bus.-Studio Address..108½ E. Washington St.
Phone Number.....8-1181
Transmitter Location....1 Mi. N. of Iowa City
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service...Standard, Lang-Worth
Membership.....NAB, BMB
Pres., General-Station Mgr...Robert E. J. Snyder
General Mgr.....Gene Claussen
Chief Announcer.....Ed. Cade
Commercial Manager.....Lawrence B. Butler
Program Director.....Herbert D. Olson
Musical Director.....Robert L. Bush
Chief Engineer.....Elliott Full
Farm Editor.....G. M. Ludwig

KOKX

KEOKUK—1947—TALL CORN

Frequency: 1310 Kc.....Power: 250 Watts d.
Owned-Operated By.....Keokuk Bcstg. Co.
Business-Studio Address.....500½ Main St.
Phone Number.....235-6
Transmitter Location.....Main St. Rd.
Air Time.....Daytime
News Service.....UP
Transcription Service.....Lang-Worth, World
Representative.....Everett-McKinney
Membership.....NAB
President.....H. W. Stadler
Gen., Sta. Mgr.....George B. J. Adkisson
Pgm., Prod. Dir.....Chester C. Andrews
Chief Anncr., Musical Dir.....David Shelley
Chief Engineer.....George W. Henderson
Farm Editor.....Ray Sherman

KFJB

MARSHALLTOWN—1923
MBS—TALL CORN

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Times Republican Ptg. Co.
Operated By.....Marshall Electric Co.
Business-Studio Address.....133 E. Main St.
Phone Number.....3361
Transmitter Location.....Route No. 3
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Standard
Representative.....Everett-McKinney
Membership.....NAB, BMB
President.....John W. Norris
Station Manager.....William P. White
Commercial Manager.....R. W. Brown
Program Director.....Ray P. Bennett
Publicity Director.....Allan Schrock
Musical Dir.....D. Gatrelle
Chief Engineer.....Herbert G. Anderson
Farm Editor.....W. Benson

K G L O

MASON CITY—1936—CBS

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Radio, Inc.
Business-Studio Address....12½ 2nd St., N.E.
Phone Number.....2800
Transmitter Location..1 mi. W. of Mason City Hgwy. 18
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service .....Standard
Representative .....Weed
Membership.....NAB, BMB, FMA
President.....Lee P. Loomis
Exec. V.P.....Herbert R. Ohrt
Station Manager.....Henry B. Hook
Commercial Manager.....Lloyd D. Loers
Sales Prom. Mgr., Pub. Dir.....Donald Harrer
Program Director.....William G. Suter
Prod. Dir., Chief Anncr.....Robert Clausen
Chief Engineer.....Roger E. Sawyer
Farm Editor.....Chet Randolph

K I C M

MASON CITY—1948
MBS—TALL CORN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Mason City Bcstg. Co.
Business-Studio Address.....5 - 2nd St. S. W.
Phone Number.....5400
Transmitter Location.....19th St., S. W.
Air Time.....6 a.m.-M
News Service.....AP
Transcription Service.....World
Representative .....Everett-McKinney
Membership .....NAB
General Manager.....Charles E. Jones
Program Director.....Al Tighe
Promotion Manager.....Bob Thompson
Chief Engineer.....Larry Lawson

K S M N

MASON CITY—1948

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Mohawk Bcstg. Co.
Business-Studio Address.....Weir Bldg.
Phone Number 5420
Transmitter Location.....Hiway 18
Air Time.....Daytime
News Service.....UP
Membership .....NAB
Representative....Joseph Hershey McGillvra
Pres., General-Station Mgr...Robert M. Carson
Comm., Sales Prom. Mgr....Norman W. Rice
Program Director.....Betty Christianson
Chief Announcer.....Al Heinz
Chief Engineer.....Jack Duncan
Farm Editor.....Paul Pippert

K W P C

MUSCATINE—1947—TALL CORN

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....Muscatine Bcstg. Co.
Address.....Mulberry & Houser
Phone Number 860
Air Time.....Sunrise-sunset
News Service .....UP
Transcription Service....Thesaurus, Associated
Representative .....Everett-McKinney
Membership .....NAB
Sta., Comm. Mgr.....George J. Volger
Program Director.....Joseph Unger
Musical Director.....Thelma Volger
Chief Engineer.....Edward Edenson

K B I Z

OTTUMWA—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KBIZ, Inc.
Business-Studio Address.....Seven Acres, 2513 N. Court Rd.
Phone Number 5600-1
Transmitter Location.....Community Gardens
Air Time.....6 a.m.-M
News Service .....AP
Transcription Service.....World
President, General Mgr.....James J. Conroy
Station Manager.....Eleanor M. Haling
Commercial Mgr.....Richard Meier
Program-Production Dir.....Del Donahoo
Promotion Mgr.....Berg Allison
Chief Engineer.....Wayne J. Hatchett

K F N F

SHENANDOAH—1924—MBS

Frequency: 920 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Capital Bcstg. Co.
Address .....407 Sycamore
Phone Number 1302
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....NAB
President.....C. J. Abbott
General Manager.....C. Earl Williams
Comm. Mgr., Chief Engr.....Mark W. Bullock
Program Director.....Earl Blakesley
Chief Announcer.....Harry Packard

K M A

SHENANDOAH—1925—ABC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....May Bcstg. Co.
Business-Studio Address..Lowell & Elm Sts.
Phone Number.....192

Transmitter Location.....1 mi. NE of Shenadoah on Hgwy. 48
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service .....Cole
Representative.....Avery-Knodel, Inc.
Membership .....NAB
President.....Edward W. May
Gen., Sta. Mgr.....Owen Saddler
Comm. Mgr.....H. O. Peterson
Sales Prom. Mgr., Pub. Dir.....Glenn Cray
Program Director.....Glenn Harris
Production Dir.....Wayne Beavers
Chief Engineer.....R. J. Schroeder
Farm Editor.....Merrill J. Langfitt

KCOM

SIOUX CITY—1949—TALL CORN

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....KCOM Bcstg. Co.
Business Address..620 Insurance & Exchange Bldg.
Phone Number 8-0628
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....Everett-McKinney
President & Manager.....Dietrich Dirks
Commercial Mgr.....Sheldon Singer
Program Director.....Don Saliday
Chief Engineer.....Al Smith

KSCJ

SIOUX CITY—1927—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Perkins Bros. Co.
Business-Studio Address.....415 Douglas St.
Phone Number.....5-7993
Transmitter Location .....Leeds
Air Time.....6 a.m.-M
News Service.....AP
Transcription Service.....Lang-Worth, World SESAC, Cole
Representative.....George P. Hollingbery
Membership.....NAB, FMA
President.....W. R. Perkins
Station-Commercial Mgr.....E. T. Flaherty
Program Director.....Elizabeth Sammons
Publicity Director.....Jean Harraday
Chief Engineer.....S. C. Dier

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Vice-Chairmen: Ben Sanders—KICD, Spencer
James Bormann—WMT, Cedar Rapids
Ralph Childs—KMA, Shenandoah
News Committee Chairman: Charles D. Miller—KRNT, Des Moines

IOWA

KTRI

SIOUX CITY—1938—MBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By....Sioux City Bcstg. Co.
Business-Studio Address.....Commerce Bldg.
Phone Number.....8-0165
Transmitter Location.....Dakota City
Air Time.....Unlimited
News Service.....UP
Transcription Service .....Thesaurus
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....John C. Kelly
Gen., Sta., Comm. Mgr.....E. J. Huber
Pgm., Prod. Dir.....Bob Hansen
Chief Engineer.....Willard Easterly

KICD

SPENCER—1942—MBS-TALL CORN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Iowa Great Lakes Bcstg. Co.
Address.....Hgwy. 18 & 71, Box 631
Phone Number 1240
Air Time.....6 a.m.-M
News Service.....AP
Transcription Service ...Standard, Associated
Representative .....Everett-McKinney
Membership .....NAB
Pres., General-Station Mgr.....Ben B. Sanders
Comm., Sales Prom. Mgr.....Henry B. Cate
Pgm., Prod., Pub. Dir.....Mason Dixon
Musical Director.....Bill Higgins
Chief Engineer.....John Blackwell
Farm Editor.....Lyle Swigart

KAYL

STORM LAKE—1948

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By....Cornbelt Bcstg. Co.
Business-Studio Address....206½ Park Bldg.
Phone Number.....1490
Transmitter Location....Hgwys. 5 & 71 E. of Storm Lake
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service.....Capitol, Thesaurus
Membership .....NAB
President.....O. J. Grau
Gen. Mgr., Pgm., Dir...Lee Gordon Rasmussen
Commercial Manager.....James I. McCord
Chief Engineer.....Howard L. Carlson
Farm Editor.....Norman Thomsen

KAYX

WATERLOO—1947—TALL CORN

Frequency: 1090 Kc.....Power: 1000 Watts d. (C.P. Fulltime)
Owned-Operated By.....Waterloo Bcstg. Co.
Business-Studio Address...620½ Lafayette St.
Phone Number 6851
Transmitter Location.....LaPorte Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....J. P. McKinney
Membership .....NAB
President.....C. R. Miller
Station Manager.....L. R. Nuss
Program Director.....Gordon Gray
Chief Engineer.....C. R. Shaffer

KWWL

WATERLOO—1947—MBS

Frequency: 1330 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By.....Black Hawk Bcstg. Co.
Bus.-Studio Address.....Russell-Lamson Hotel
Phone Number 4406
Transmitter Location.....Lafayette Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
President, General Mgr.....R. J. McElroy
Commercial Mgr.....W. Lyle Harvey
Program Director.....Glenn Kensinger
Publicity Director.....Ray Starr
Chief Engineer.....Howard Burgess

KXEL

WATERLOO—1942—ABC

Frequency: 1540 Kc..... Power: 50,000 Watts
Owned-Oper. By.....Josh Higgins Bcstg. Co.
Business-Studio Address.....Insurance Bldg.
Phone Number 3-3371
Transmitter Location .....Dysart
Air Time .....Unlimited
News Service .....INS
Transcription Service .....SESAC
Representative .....Avery-Knodel
Membership .....NAB, BMB
President, Gen.-Station Manager...Joe DuMond
Comm.-Sales Promotion Mgr.....A. J. DuMond
Sales Prom. Mgr., Pub. Dir...Elizabeth Gahre
Program Dir.....Emlyn Owen
Chief Engineer.....Don Kassner
Farm Editor.....Dallas McGinnis

KJFJ

WEBSTER CITY—1949

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By..Land O' Corn Bcstg. Co.
Business Address.....623 Second St.
Phone Number 1300
Air Time .....Daytime
News Service .....AP
President.....Charles V. Warren

KANSAS

Estimated Population 1,947,000—Increase +8.1%—Radio Homes 594,000
Radio Families 612,000—Stations in State 33

KSOK

ARKANSAS CITY—1946

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By....The KSOK Bcstg. Co., Inc.
Business-Studio Address..Home National Bank Bldg.
Phone Number 2666
Transmitter Location..1 Mi. N. of Arkansas City
Air Time.....Local sunrise-sunset
News Service .....AP
Transcription Service .....Lang-Worth
President.....Oscar S. Stauffer
Gen., Sta. Mgr.....S. C. Thompson
Program-Production Director....Don D. Chadd
Musical Dir.....Wm. Maugans
Chief Engineer.....Edward H. Howe

KVAK

ATCHISON—1939—KBS

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By..Griffith-Buenning Bcstg. Co.
Address.....622½ Commercial St.
Phone Number 1420
News Service .....AP
Transcription Service.....KBS, Standard
General Mgr.....James M. Griffith
Station Mgr.....Paul H. Buenning
Program Director.....Peter Pitell
Chief Engineer.....Lowden Gingrey

KGGF

COFFEYVILLE—1930—ABC

Frequency: 690 Kc.....Power: 1000 Watts d.; 500 Watts n.; (C.P. 10,000 d., 5,000 n.)
Owned-Oper. By..The Midwest Bcstg. Co., Inc.
Business-Studio Address.....8th & Elm
Phone Number 147
Transmitter Location.....So. Coffeyville, Okla.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative .....Weed
Membership .....NAB
President.....Fay N. Seaton
General Manager.....Richard M. Seaton
Station Manager.....Robert L. Pratt
Commercial Manager.....E. B. Spoonamore
Pgm., Prod. Dir.....Bob Evans
Chief Announcer.....Dean Turner
Chief Engineer.....J. S. Jaminet
Farm Editor.....Joe Cook

KXXX

COLBY—1947

Frequency: 790 Kc.....Power: 5000 Watts d.
Owned-Oper. By...Western Plains Bcstg. Co., Inc.
Business-Studio Address.....Cooper Hotel
Phone Number 790-1
Transmitter Location.....2 Mi. E. of Colby
Air Time .....Daytime
News Service .....INS
Transcription Service.....Associated, Capitol
Representative .....Headley-Reed
Membership .....NAB, BMB
President.....James V. Pratt
Gen., Sta. Mgr.....George A. Nickson
Program Dir.....William Morse
Publicity Dir.....Gene McGehee
Chief Announcer.....Robert Krafft
Chief Engineer.....U. L. Lynch
Farm Editor.....Embert Coles

KGNO

DODGE CITY—1930

Frequency: 1370 Kc.....Power: 1000 Watts d.; 250 Watts n.
Owned-Oper. By.....Dodge City Bcstg. Co.
Business Address.....Globe Bldg.
Phone Number 1370
Studio Address.....Globe Bldg.
Transmitter Location.....W. Park St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Art Hagg
Membership .....BMB
President, General Manager.....J. C. Denious
Station Mgr., Program Dir....Herschel Holland
Commercial Manager.....Isadore Salm
Chief Engineer.....Henry McClintock

KTSW

EMPORIA—1939
MBS-KANSAS STATE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Emporia Bcstg. Co., Inc.
Business-Studio Address.....613 Merchant St.
Phone Number 153-4
Transmitter Location.....Sodens Grove
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Membership .....NAB, BMB
Pres., Gen. Mgr.....Owen H. Balch

KGAR

GARDEN CITY—1949

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Ark Valley Bcstg. Co., Inc.
Business-Studio Address.....Box 878
Phone Number 3041
Transmitter Location.....1½ Mi. N.W. City
Air Time.....Sunrise-Sunset
News Service .....UP
Transcription Service ....Standard, Associated
President.....H. C. Sartorius
Gen., Sta. Mgr.....Dale E. Kern
Pgm., Prod. Dir.....Frank Frost
Chief Engineer.....E. D. Casey

KIUL

GARDEN CITY—1933—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Telegram Publishing Co.
Business-Studio Address....509½ N. Main St.
Phone Number 4581
Transmitter Location.....Warner Terrace
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....World
Membership .....NAB
President.....Robert B. Reed
General Manager.....G. F. Reed
Station Manager.....Robert Wells
Program-Publicity Director.....Tom Lanman
Chief Engineer.....Bob Bryant
Farm Editor.....Tony Jewell

KWGB

GOODLAND—1947

Freqeuncy: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Goodland Bcstg. Co.
Business-Studio Address.....Hotel Goodland
Phone Number 331
News Service .....UP
President, General Mgr.....James E. Blair
Commercial Mgr.....Dick Eldridge

KVGB

GREAT BEND—1937—MBS

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Operated By.....KVGB, Inc.
Business-Studio Address.....Cork Bldg.
Phone Number 4317-8
Transmitter Location..4 Mi. SW of Great Bend
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....Helen T. Coogan
V.P., Gen. Mgr.....Grover C. Cobb
Asst. Mgr.....Sherwood R. Parks
Sales Mgr.....Bill J. Jarvis
Program Director.....Ray H. Beals
Musical Director.....Howard Neighbor
Chief Engineer.....Chester A. Wallack

KAYS

HAYS—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Kays, Inc.
Business Address.....Box 563
Phone Number.....200, 222
Studio-Transmitter Address.....2300 Hall St.
Air Time.....6:30 a.m.-10:30 p.m.
News Service .....AP
Transcription Service.....Standard, Capitol
Membership .....NAB
President .....Frank Motz
Gen., Sta. Mgr.....Duane W. Hoisington
Program Dir.....Paul Kelly
Publicity Dir.....Glen Barnett
Musical Dir.....Lloyd Ford
Chief Engineer.....Glen Barnett

KWBW

HUTCHINSON—1935—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Nation's Center Bcstg. Co.
Business-Studio Address....101 East Ave "A"
Phone Number 5202
Transmitter Location.....17th & Harding Sts.
Air Time.....18 Hrs.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
Station Mgr.....Robert E. Rives
Prom. Mgr., Pgm. Dir.....Paul Bernard
Chief Engineer.....John Swafford

KWHK

HUTCHINSON—1946—KBS

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By....KWHK Bcstg. Co., Inc.
Business-Studio Address.....18 W. 5th St.
Phone Number 3-100
Transmitter Location .....Hutchinson
Air Time.....Sunrise-Sunset
News Service .....AP
Transcription Service .....Standard
Representative.Irene Griffith, Everett-McKinney
President.....James E. Murray
Sec.-Treas., Gen. Mgr.....Vern Minor
Commercial Manager.....Gren Darling
Sales Promotion Manager.....Malcolm West
Program Dir.....Paul Cochran
Publicity Director.....Don Bell
Musical Director.....J. Bruce Murray
Chief Engineer.....Millary Clary
Farm Editor.....Don Bell

KIND
INDEPENDENT—1947—KBS-LBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By.....Central Bcstg., Inc.
Bus.-Stud.o-Transmitter .....Professional Bldg.
Phone Number 1010
Air Time.....Local sunrise-local sunset
News Service .....AP
President, General Manager..J. Nelson Rupard
Studio Manager.....M. Keith Upson
Chief Engineer.....Ernest L. Kettner

KJCK
JUNCTION CITY—1949-KANSAS

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By...Junction City Bcstg. Co.
Business Address.....724½ N. Washington
Phone Number 1477
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Gen., Comm. Mgr.....Ralph L. Weir, Jr.
Pgm. Dir., Chief Engr.....Richard P. Meek

KCKN
KANSAS CITY—1924

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..KCKN Bcstg. Co., Inc.; Capper Publications, Inc.
Business Address.....300 Waltower Bldg., Kansas City 6, Mo.
Phone Number.....Victor 3864
Studio Address..300 Waltower Bldg., Kansas City 6, Mo.; 901 N. 8th St., Kansas City, Kans.
Transmitter Location.....901 N. 8th St.
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Transcription Service...Lang-Worth, Standard
Representative .....Capper Publications
President.....W. A. Bailey
General Manager.....Ben Ludy
Sta., Comm. Manager.....Joe Story
Pgm., Prod. Dir.....George Stump
Chief Engineer.....Max Williams

KCLO
LEAVENWORTH—1948

Frequency: 1410 Kc.....Power: 500 Watts d.
Owned-Oper. By..The Leavenworth Bcstg. Co.
Business-Studio Address....418½ Cherokee St.
Phone Number 3620-1
Transmitter Location.....Rt. No. 2
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Representative .....H. F. Best
President.....Hon. Alf M. Landon
Gen., Sta. Mgr.....M. L. Gleason
Program Director.....Dick Behner
Prod. Dir., Chief Anncr.....Bill Willson
Publicity Director.....Helen Snyder
Chief Engineer.....David L. Reed

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N B C Affiliates

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KSCB

LIBERAL—1948

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Seward County Bcstg. Co.
Business-Studio Address.....E. 8th St.
Phone Number 385
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
Membership .....NAB
President.....Hon. Alf M. Landon
General Manager.....Leon S. Salatheil
Pgm. Dir., Chief Anncr.....Larry Filkins
Chief Engineer.....Wayne Pash

KNEX

McPHERSON—1949

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Operated By....McPherson Bcstg. Co.
Address.....P. O. Box 186
Phone Number 1540
Air Time .....Daytime
News Service .....AP
Transcription Service.....Capitol, SESAC
President .....Evart Mills
General Mgr.....Dan Bellus
Commercial Mgr.....Vance Archer
Program Dir.....Henry Dais
Chief Engineer.....Claude Hughes

KPRS

OLATHE—1949

Frequency: 1590 Kc.....Power: 500 Watts d.
Owned-Oper. By..Johnson County Bcstg. Co., Inc.
Address.....131 E. Park St.
Phone Number 1200
Air Time .....Daytime
News Service .....AP
Transcription Service .....Capitol
Pres., Gen., Comm. Mgr...L. H. Witherspoon
Program Dir.....S. P. Madden
Chief Engineer.....Daniel Reed

KOFO

OTTAWA—1949

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....Ottawa Bcstg. Co.
Address.....P. O. Box 46
Phone Number 1045
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Pres., Gen. Mgr., Pgm. Dir.....J. N. Jobes
Commercial Mgr.....Tommy Ruble
Chief Engineer.....Daniel W. Coltrane

KLKC

PARSONS—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Community Bcstg. Co.
Business-Studio Address.....1904 Broadway
Phone Number 4050
News Service .....AP
Transcription Service .....Standard
President.....Clyde M. Reed
General Manager.....Kerm Trimble
Program Director.....Ray Drenner
Chief Engineer.....James L. Teats

KOAM

PITTSBURG—1937—NBC

Frequency: 860 Kc.....Power: 10,000 Watts d.
Owned-Oper. By..The Pittsburg Bcstg. Co., Inc.
Business Address.....P. O. Box 603
Phone Number 2165
Studio Address.....Commerce Bldg.
Transmitter Location....3½ Mi. E. of Pittsburg
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....E. V. Baxter
Station Commercial Manager.....R. E. Wade
Chief Announcer.....Lou Martin
Chief Engineer.....Leo Stafford

KSEK

PITTSBURG—1947—LBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Pittsburg Publ. Co.
Business-Studio Address....Hotel Besse Bldg.
Phone Number 742
Transmitter Location.....E. Quincy (extended)
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Cooke
President.....O. S. Stauffer
General Manager.....Thad M. Sandstrom
Commercial Manager.....C. W. Stout
Chief Engineer.....W. D. Brosseau

KSAL

SALINA—1937—MBS

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....KSAL, Inc.
Bus.-Studio Address..Journal Bldg., Seventh & Iron Sts.
Phone Number 3701
Transmitter Location.....E. Hiway 40
Air Time .....Unlimited
News Service .....AP
Transcription Service....Lang-Worth, Standard
Representative.....John E. Pearson
Membership .....BMB, NAB

President.....R. J. Laubengayer
Station Mgr.....R. V. Jensen
Sales Promotion Manager.....J. D. Hill
Program Director.....Al Thompson
Publicity Director.....Bob Elias
Chief Engineer.....N. E. Vance, Jr.
Farm Editor.....Stewart Peck

KJAY
TOPEKA—1949

Frequency: 1440 Kc...Power: 5000 d., 1000 n.
Owned Operated By.....S. H. Patterson
Address.....908 Kansas Ave.
Phone Number 3-1336
Air Time .....Unlimited
News Service .....INS
Representative .....Rambeau
Owners.....S. H. Patterson, N. J. Patterson
Sta., Comm. Mgr.....Allan Curnutt
Pgm. Dir., Prom. Mgr.....Craig Lawson
Chief Engineer.....N. J. Patterson

KTOP
TOPEKA—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Collinson Bcstg. Co.
Operated By.....T. Hall Collinson
Business-Studio Address.....214 W. 6th St.
Phone Number 4-3444
Transmitter Location.....N. Buchanan
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, Associated
Representative .....Ra-Tel
Pres., Gen. Mgr.....T. Hall Collinson
Sales Prom. Mgr.....George Allen
Pgm., Prod. Dir.....Jack-Warren Ostrode
Publicity Dir.....Jack Crutcher
Chief Anncr., Musical Dir....Wayne M. Heady
Chief Engineer.....Willard Peterson

WIBW
TOPEKA—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned By.....Capper Publications, Inc.
Operated By.....Topeka Bcstg. Assn., Inc.
Business-Studio Address....1035 Topeka Blvd.
Phone Number 3-2377
Transmitter Location.....7 Mi. W. of Topeka
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service...Lang-Worth, Standard
Membership .....FMA
President.....H. S. Blake
General-Station Manager.....Ben Ludy
Commercial Manager.....Hilton Hodges
Prog.-Prod.-Musical Dir.....Maude Carlson
Publicity Director.....Allan Young
Chief Engineer.....Lewis Dickensheets

WREN
TOPEKA—1927—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By..Jackman & Jackman, Inc.
Business-Studio Address.....411 W. 10th St.
Phone Number 2-0505-6-7
Transmitter Location.....Grantville
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NAB, BMB
President.....R. C. Jackman
General Manager.....John S. Major
Comm.-Sales Promotion Mgr.....Bailey Axton
Program Director.....Fred L. Conger
Chief Engineer.....Carl B. Bliesner
Farm Editor.....Jack Robinson

KAKE
WICHITA—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....KAKE Bcstg. Co., Inc.
Business-Studio Address..418 W. Douglas Ave.
Phone Number 4-9369
Transmitter Location.....19th & Hydraulic Sts.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Walker
Membership .....NAB
General Manager.....Jack Todd
Commercial Manager.....Martin Bass
Program Dir.....Graeme Fletcher
Chief Engineer.....Harold Newby

KANS
WICHITA—1936—NBC

Frequency: 1480 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Taylor Radio & TV
Business-Studio Address....1015 N. Broadway
Phone Number 4-2387
Transmitter Location.....5560 W. 13th St.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Standard
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....O. L. Ted Taylor
General Manager.....Archie J. Taylor
Commercial Manager.....Frank Mathews
Sales Prom. Mgr.....H. W. Allen
Program Director.....Paul Wilson
Musical Dir.....Raymond Shelley
Chief Engineer.....Ted Heithecker
Farm Editor.....Vernon Reed

KFBI

WICHITA—1923—ABC

Frequency: 1070 Kc...Power: 10,000 Watts d.; 1000 Watts n.
Owned-Operated By.....KFBI, Inc.
Business-Studio Address.....200 E. First St.
Phone Number 2-1447
Transmitter Location.....RFD No. 2, Box 14
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB, BMB
Gen., Sta. Mgr.....Hale Bondurant
Commercial Mgr.....D. W. McCoy, Sr.
Program Dir.....Henry Mattison
Prod. Dir., Chief Anncr....G. Robert Gadberry
Publicity Director.....Harry Hulse
Musical Dir.....James Carpenter
Chief Engineer.....K. W. Pyle
Farm Editor.....Lester Weatherwax

KFH

WICHITA—1922—CBS

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By...Radio Station KFH Co.
Business-Studio Address.....KFH Bldg.
Phone Number 2-4491
Transmitter Location.....RR 3
Air Time.....5 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....Edward Petry
Membership .....NAB, BMB
President .....John Rigby
Exec. V.P.....Marcellus M. Murdock
General Manager.....Frank V. Webb
Comm. Mgr.....Robert Hix
Sales Promotion Manager.....Russel L. Lowe
Program Director.....Thomas Bashaw
Chief Announcer.....David M. Wilson
Musical Director.....Wayne Euchner
Chief Engineer.....Amos C. Dadisman

KANSAS

WHY IS AP THE BEST?

BECAUSE—AP members, the greatest body of news collectors in the world today, provide their news to their AP.

KANSAS ASSOCIATION OF ASSOCIATED PRESS BROADCASTERS

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KANSAS

KENTUCKY

Estimated Population 2,893,000—Increase +1.7%—Radio Homes 678,000
Radio Families 748,000—Stations in State 40

WCMI

ASHLAND—1935—CBS-SOUTHERN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Ashland Bcstg. Co., Inc.
Business-Studio Address.....120 20th St.
Phone Number 3010
Transmitter Location.....47th & Clay Sts.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Thesaurus, World
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....Gilmore N. Nunn
Representative.....John E. Pearson
Gen.-Station-Comm. Mgr....Charles C. Warren
Sales Prom.-Program Dir.....W. R. Martin
Chief Engineer.....Clarence Weaver

WKCT

BOWLING GREEN—1947

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Oper. By...The Daily News Bcstg. Co.
Business-Studio Address.....415 Park Row
Phone Number 2640
Transmitter Location.....Beech Bend Park
Air Time.....6 a.m.-local sunset
News Service .....AP
Transcription Service....Associated, Standard
Representative .....Holman
Gen.-Station Mgr.....Paul R. Huddleston
Commercial Manager.....Houston Griffin
Sales Prom. Mgr., Pub. Dir.....Alvis Temple

WLBJ

BOWLING GREEN—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Bowling Green Bcstg. Co., Inc.
Address.....901 Fairview Ave.
Phone Number 1340-1
Air Time.....5 a.m.-M.
News Service .....AP
Transcription Service.....Capitol, Keystone
Representative .....Burn-Smith
Membership .....NAB
Pres., Gen., Sta. Mgr.....Ken D. Given
Comm.-Sales Promotion Mgr....Elmer A. Finley
Program-Production Dir.....William Kuznitsof
Publicity Dir.....Robert & Procter
Chief Engineer.....Rondal L. Miller

WTCO

CAMPBELLSVILLE—1948

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....South Central Kentucky Bcstg. Co., Inc.
Business-Studio Address.....203 E. Main St.
Phone Number 250
Transmitter Location...On State Hway 55, 3¼ Mi. N. of Campbellsville
Air Time .....Daytime
News Service .....UP
Transcription Service....Capitol, World, Cole
Membership .....NAB
President.....H. T. Parrott
Gen.-Station-Comm. Mgr.....James Shacklette
Sales Promotion Mgr.....William J. Harris, Jr.
Pgm.-Prod. Dir.....John Adkins
Chief Engineer.....J. B. Crawley

WCTT

CORBIN—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Corbin Times-Tribune, Inc.
Business Address.....308 S. Main St.
Phone Number 123-4, 1071
Studio-Transmitter Location.....Falls Hway.
Air Time.....17 Hrs.
News Service .....AP
Transcription Service .....Keystone
Membership .....NAB, BMB
President.....J. Springer Robinson
General Manager.....John L. Crawford
Station Manager.....Kenneth Turner
Commercial Manager.....S. G. Hembree
Chief Engineer.....Russell Henson

WZIP

COVINGTON—1947—KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....WZIP, Inc.
Bus.-Studio Address...Sixth & Madison Aves.
Phone Number.....JUniper 5300
Transmitter Location.....Eighth & Horton Sts.
Air Time .....Daytime
News Service .....AP
Transcription Service.....World, SESAC
Membership .....NAB, BMB
Pres., Gen.-Comm. Mgr.....Arthur L. Eilerman
Sta. Mgr., Pgm. Dir.....Lloyd W. Baldwin
Prod. Dir., Chief Anncr.....Stephen Crane
Chief Engineer.....Julian Koenig

WHIR

DANVILLE—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Commonwealth Bcstg. Corp.
Address .....Burgin Road
Phone Number.....Danville 1230
Air Time.....5:30 a.m.-11 p.m.
News Service .....AP
Transcription Service.....World & Capitol

Representative.....Hal Holman Co.
Membership .....NAB, BMB
Pres., Gen. Mgr.....W. T. Isaac
V.P., Pgm. Dir.....David B. Highbaugh
Chief Engineer.....Henry C. Lovell

WFKY

FRANKFORT—1946—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Frankfort Bcstg. Co., Inc.
Address.....Ky. Ave. Extended
Phone Number 2509
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Wood, Colton
Membership .....NAB, BMB
President.....B. C. Edwards
Gen., Sta., Comm. Mgr...W. Wallace Robinson
Program Dir.....Louise McNees
Chief Anncr., Chief Engineer...John Hudimac

WKAY

GLASGOW—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Glasgow Bcstg. Co., Inc.
Address.....Happy Valley Rd.
Phone Number.....598, 632
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Standard
Membership .....NAB
President.....Gordon E. Brown
Gen., Sta. Mgr.....Louis Rayburn
Pgm. Dir., Chief Anncr.....Lee Redford
Chief Engineer.....C. H. Hulse

WHLN

HARLAN—1941
MBS-KBS-GOOD COAL

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Blanfox Radio Co., Inc.
Address.....S. Main St.
Phone Number 625-6
Air Time.....6 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....SESAC
Representative .....Burn-Smith
Membership .....NAB
President, Gen.-Station Mgr.....R. B. Helms
Comm. Mgr., Pgm. Dir.....J. T. Morgan
Sales Prom. Mgr., Pub. Dir.....Kyle Whitehead
Production Dir.....Helen Ellison
Chief Engineer.....John Greenwood

WKIC

HAZARD—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....BMG Bcstg. Corp.
Business-Studio Address..Peoples Bank Bldg.
Phone Number.....Main 720-1
Transmitter Location.....N. Main St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....Thomas F. Clark Co.
Membership .....NAB, BMB
President, Gen.-Station Mgr....Fred B. Bullard
Commercial Manager....Richard H. Goodlette
Publicity Director.....Paul Combs
Chief Engineer.....James C. French
Program Director.....Charles W. Metcalf
Prod. Dir., Chief Announcer.....Hugh Dunbar
Chief Engineer.....Eugene S. Adams

WSON

HENDERSON—1941—MBS

Frequency: 860 Kc.....Power: 500 Watts d.
Owned-Oper. By....Henderson Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address.....Zion Rd.
Phone Number 3923
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayers
Pres., Gen., Sta. Mgr.....Hecht S. Lackey
Sales Prom. Mgr.....Ewing Graham
Pgm. Dir., Chief Anncr....Martin E. Schaeffer
Chief Eng., Farm Editor.....Vernon R. Nunn

WHOP

HOPKINSVILLE—1940—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Hopkinsville Bcstg. Co., Inc.
Business Address.....P. O. Box 539
Phone Number 1025
Studio-Transmitter Location.....Cadiz Rd.
Air Time.....5 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayer
Membership .....NAB
Pres., Gen., Sta. Mgr.....F. E. Lackey
Comm., Sales Prom. Mgr.....Katherine Peden
Pgm. Prod. Dir.....Charles Stratton
Chief Engineer.....Leo Y. Wilson
Farm Editor.....Thomas B. Covington

WKLX

LEXINGTON—1946

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Fayette Bcstg. Co.
Address .....Phoenix Hotel
Phone Number 8115
Transmitter Location.....Greendale Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service....Lang-Worth, Standard
Representative .....Walker

President.....E. F. Prichard, Sr.
Gen., Comm. Mgr.....Ted Grizzard
Program Director.....Jack Brooks
Chief Engineer.....Bill Yount

WLAP

LEXINGTON—1922—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....American Bcstg. Corp. (Not ABC)
Business-Studio Address.....Radio Bldg.
Phone Number 1721-2-3
Transmitter Location.....Mason-Headley Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Capitol
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....Gilmore N. Nunn
V.P., General Manager.....J. E. Willis
Commercial Manager.....Miller Welch
Sales Promotion Manager....James P. Young
Program Director.....J. B. Faulconer
Technical Supervisor.....Henry C. Lockler

WLEX

LEXINGTON—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Ky. Bcstg. Co.
Business Address.....P. O. Box 985, Russell Cave Pike
Phone Number 3-1977
Studio-Transmitter Location..Russell Cave Pike
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....Ra-Tel
Membership .....NAB
President.....J. D. Gay, Jr.
General Manager.....Carroll Gardner
Program Dir.....Bob Kimbro
Chief Engineer.....Otho Warner

WAVE

LOUISVILLE—1933—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Inc.
Business Address.....334 E. Broadway
Phone Number.....Wabash 2201
Studio Address.....Radio Center
Transmitter Location.....Hamburg Pike
Air Time.....5 a.m.-M.
News Service .....AP
Transcription Service..Thesaurus, Lang-Worth
Representative.....Free & Peters
Membership .....BMB
President.....George W. Norton, Jr.
General-Station Manager.....Nathan Lord
Sales Prom. Mgr.....Robert Elderman
Program Director.....George Patterson
Chief Engineer.....Wilbur Hudson

WGRC

LOUISVILLE—1936—MBS

Frequency: 1400 Kc.....Power: 250 Watts (C.P. 5000 d.; 1000 n.)
Owned-Operated By....Northside Bcstg. Corp.
Bus.-Studio Address.....Ky. Home Life Bcstg.
Phone Number.....Wabash 7781
Transmitter Location...Preston St. & Woodbine
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service...Lang-Worth, Standard
Representative .....Walker
Membership .....NAB
President.....J. Porter Smith
V.P., Gen. Mgr.....Charles L. Harris
Pgm., Pub. Dir.....Ward Hatcher
Chief Engineer.....Perry Esten

WHAS

LOUISVILLE—1922—CBS

Frequency: 840 Kc.....Power: 50,000 Watts
Owned-Operated By.....WHAS, Inc.
Business-Studio Address....525 W. Broadway
Phone Number.....Wabash 2211
Transmitter Location.....Eastwood
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Associated
Representative .....Edward Petry
Membership .....NAB
President .....Barry Bingham
Station Mgr.....Victor A. Sholis
Commercial Mgr.....Neil D. Cline
Production Dir.....William Aldridge
Publicity Dir.....Cecil W. Sanders
Technical Director.....Orrin W. Towner

WINN

LOUISVILLE—1940

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Kentucky Bcstg. Corp., Inc.
Bus.-Studio-Transmitter Address....Earle Hotel
Phone Number.....WAbash 5148
Air Time .....Unlimited
News Service .....UP
Transcription Service.....MacGregor, SESAC, Capitol, World
Representative .....Taylor-Borroff
Membership .....NAB
President, Station Manager....Harry McTigue
Commercial Manager.....G. F. Bauer
Program Director.....M. Katherine McCarten
Production Director.....Sam Woodall
Publicity Director.....Helen E. Roberts
Chief Engineer.....Melvin Scarsdale

WKLO

LOUISVILLE—1948—ABC

Frequency: 1080 Kc.....Power: 5000 Watts d.; 1000 Watts n.

Owned-Oper. By....Mid-America Bcstg. Corp.
Business-Studio Address....Henry Clay Hotel
Phone Number.....Clay 4441
Transmitter....Daisy Lane, New Albany, Ind.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative .....John Blair
President.....James F. Brownlee
General Manager.....Joe Eaton
Commercial Manager.....Tom Underwood
Program Director.....W. G. Bottorff
Production Dir.....Jean Clos
Publicity Director.....Russell Pirkey
Chief Engineer.....D. C. Summerford

WKYW

LOUISVILLE—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Kentucky, Inc.
Bus.-Studio Address.....431 W. Jefferson St.
Phone Number.....CLay 4811
Transmitter Address...River Rd., nr. Louisville
Air Time .....Daytime
News Service .....AP
Transcription Service.....Associated, Capitol, Standard, Cole
Transcription Service.....Capitol, Standard
Representative .....Burn-Smith
Membership .....BMB
President, Treasurer.....F. Eugene Sandford
V.P.-Station Manager.....Edwin E. S. Weldon
V.P.-Operations.....S. A. Cisler
Secretary.....W. Scott Miller
Program Director.....David Wilburn

WLOU

LOUISVILLE—1948

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Louisville Bcstg. Co.
Business-Studio Address....2549 S. Third St.
Phone Number.....Calhoun 3680
Air Time .....Daytime
News Service .....AP
Transcription Service .....Capitol
Representative .....Donald Cooke
President, Gen. Mgr....Mrs. John E. Messervy
Pgm. Dir., Prom. Mgr.....Lee Smith
Chief Engineer.....Steve Dawson

WCIF

MADISONVILLE—1947

Frequency: 730 Kc.....Power: 250 Watts
Owned-Oper. By.....Madisonville Bcstg. Co.
Business Address.....Box 27
Phone Number 1297
Transmitter-Studio Location.....Hanson Rd.
Air Time .....Daytime
News Service .....AP
Transcription Service.....Standard, World
Representative.....Sears & Ayer
Membership .....BMB
President, General Mgr.....Pierce Lackey
Station-Commercial Mgr.....T. E. Brewer
Program Director.....Conrad Brewer
Chief Engineer.....Evers Mick

WKTM

MAYFIELD—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mayfield Bcstg. Co.
Business Address.....Box 232
Phone Number 46
Studio Address.....Mayfield Hotel
Transmitter Location.....Fancy Farm Hway.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayer
Membership .....NAB
President .....Frank Evens
Gen., Sta. Mgr.....Wayne Morgan
Sales Prom. Mgr., Prod. Dir.....Bill Shelton
Program Director.....Margaret Dowdy
Chief Engineer.....Joseph M. Hargrove

WNGO

MAYFIELD—1946

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By....West Ky. Bcstg. Co., Inc.
Business-Studio Address.....Box 26
Phone Number 1204
Transmitter Location.....City limits, Hway. No. 45, Paducah Rd.
Air Time.....5:30 a.m.-local sunset
News Service .....AP
Transcription Service .....Capitol
Representative .....Friedenberg
President.....Rev. H. M. Suthard
General Mgr.....Boyce Swann
Pgm. Dir., Prom. Mgr.....J. B. Fowler
Chief Engineer.....Eural Wadlington

WFTM

MAYSVILLE—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Standard Tobacco Co., Inc.
Bus. Address....626 Forrest Ave., Tobacco Sq.
Phone Number 1400-1
Studio-Transmitter Location.....Tobacco Sq.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, Standard
Representative.....W. S. Grant
Membership .....NAB
President.....Charles P. Clarke
Gen., Sta. Mgr.....J. W. Betts
Commercial Mgr.....Horace Simpson
Program-Prod.-Pub. Dir.....Gene Waters
Musical Director.....Louise Carter
Chief Engineer.....Harvey Cross

WCPM
MIDDLESBORO—1948

Frequency: 560 Kc.....Power: 500 Watts d.
Owned-Operated By.....Tri-State Bcstg. Co.
Business Address.....P. O. Box 515
Phone Number 1520
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
President.....Elmer D. Smith
General Mgr.....W. T. Gaines
Program Dir.....Robert Thomson
Chief Engineer.....John Calor

WMIK
MIDDLESBORO—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Cumberland Gap Bcstg. Co.
Business Address.....Box 698
Phone Number 980
Studio-Transmitter Address.....Hway. 25 E.
Air Time.....5:30 a.m.-M.
News Service .....AP
Transcription Service.....World, Cole
Representative .....Holman
Membership .....NAB
Gen., Sta. Mgr.....Hal Falter
Pgm. Dir., Prom. Mgr.....H. W. Taylor
Chief Engineer.....Edward Pipes

WNBS
MURRAY—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Murray Bcstg. Co.
Address .....Paducah Hiway
Phone Number 1340
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Membership .....NAB
President.....H. T. Waldrop
Gen., Sta. Mgr.....Edward Griffin
Commercial Mgr.....Troy W. Glidwell
Chief Engineer.....Carlos M. Steele

WNOP
NEWPORT—1948

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address....606 Monmouth St.
Phone Number.....Juniper 7100-L
Transmitter Location.....Cold Springs
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....World
Representative .....Forjoe
President.....James G. Lang
Station Manager.....Anna Mae Rolfes
Program Director.....Jack Baker
Chief Engineer.....Elmer C. Drake
Farm Editor.....Earl Davis

WOMI
OWENSBORO—1938—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Owensboro Bcstg. Co., Inc.
Business Address.....P. O. Box 536
Phone Number 420-1
Studio-Transmitter Location.....Byers Ave. & Livermore Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service....Lang-Worth, Keystone
Representative .....Burn-Smith
Membership .....NAB, BMB
President.....Lawrence W. Hager
Gen.-Sta. Mgr.....Hugh O. Potter
Program Director.....Norman Hall
Musical Director.....Cliffordean Potter
Chief Engineer.....Leslie Goodaker

WVJS
OWENSBORO—1946

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By..Owensboro On The Air, Inc.
Business-Studio Address.....324 Allen St.
Phone Number 3408-9, 253
Tranmitter Location.....Hway. 60 W.
Air Time.....6 a.m.-M.
News Service .....UP

KENTUCKY

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.

KENTUCKY ASSOCIATED PRESS RADIO MEMBERS ASSOCIATION

President: Edwin J. Paxton, Jr.—WKYB, Paducah

Vice-President: Stephen A. Cisler — WKYW, Louisville

Secretary: Wilber Crawford—AP Chief of Bureau

KENTUCKY

Transcription Service .....World
Representative.....William G. Rambeau
Membership .....NAB, BMB
President.....V. J. Steele
General-Station Manager.....Malcolm Greep
Asst. Gen. Mgr.....John T. Rutledge
Sales Prom. Mgr.....Leola C. Hayden
Program Director.....Lee Carl Meredith
Production Dir.....Charles Steele
Publicity Dir.....LeRoy Woodward
Chief Engineer.....Robert Earl Jagoe

WKYB

PADUCAH—1946—MBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Paducah Newspapers, Inc.
Business-Studio Address....504 Kentucky Ave.
Phone Number 800
Transmitter Location.....5 Mi. S. of City on U. S. 45
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service....Standard, Associated
Representative .....RaTel
Membership .....NAB, BMB
President.....Edwin J. Paxton, Sr.
General-Station Mgr., Pub. Dir...E. J. Paxton, Jr.
Comm.-Sales Prom. Mgr.....Sam Livingston
Program Dir.....Zack Hill
Musical Director.....Lois Cooper
Chief Engineer.....C. G. Sims

WPAD

PADUCAH—1930—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Paducah Bcstg. Co., Inc.
Business-Studio Address....Taylor Bldg., 4th & Broadway
Phone Number 4100
Transmitter Location.....North 8th St.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....Lang-Worth, World
Representative.....Sears & Ayer
Membership .....NAB, BMB
President.....Pierce E. Lackey
General-Station Mgr.....W. Prewitt Lackey
Comm., Sales Mgr.....Roy Mofield
Program Dir.....Evelyn Carroll Stahl
Chief Announcer.....Ray Mofield
Prod., Musical Dir.....Linn Wolf
Chief Engineer.....U. C. Morris

WSIP

PAINTSVILLE—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....W. Howes Meade
Address .....Paintsville
Phone Number 1196
Air Time .....Unlimited
News Service .....UP
Transcription Service....Lang-Worth, Standard
President.....W. Howes Meade
Gen., Comm. Mgr.....Pat Mulvihill
Program Dir.....E. F. Shadburne
Chief Engineer.....James A. Noonan

WLSI

PIKEVILLE—1949

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cumberland Pub. Co.
Address .....Pikeville
Phone Number 161
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
President.....W. J. Ward
Gen., Prom. Mgr., Pgm. Dir.....Meyer Layman
Commercial Mgr.....John Ward
Chief Engineer.....Guy N. Ferrell

WPKE

PIKEVILLE—1949—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..East Kentucky Bcstg. Corp.
Address .....Pikeville
Phone Number 1280
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
President.....Dr. O. W. Thompson
Gen., Comm. Mgr., Pgm. Dir.....C. W. Powers
Chief Engineer.....T. K. Smith

WPKY

PRINCETON—1949

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Princeton Bcstg. Co.
Address .....Princeton
Air Time .....Daytime
News Service .....AP
Pres., Gen. Mgr.....Leslie Goodaker
Program Dir.....Mrs. Leslie Goodaker
Chief Engineer.....Garland West

WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Southeastern Bcstg. Corp.
Bus.-Studio-Transmitter Address..Stanford Pike
Phone Number 907-8
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Colton
Membership .....NAB
President .....Alonzo Carter
Program Director.....Donald Orwin
Chief Announcer.....Harvey Murphey
Chief Engineer.....John Agostine

LOUISIANA

Estimated Population 2,630,000—Increase +11.3%—Radio Homes 608,000
Radio Families 714,000—Stations in State 37

WMTC

VANCLEVE—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kentucky Mt. Holiness Assn.
Bus.-Studio-Transmitter Address.....Vancleve
Phone Number 3
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Membership .....BMB
President.....Dr. Lela G. McConnell
General-Station-Comm. Mgr.....Wilfred Fisher
Program Director.....Violet Person
Production Dir., Chief Announcer..Louis Bouck
Musical Director.....Rachel Picazo
Chief Engineer.....M. E. Picazo

WVLK

VERSAILLES—1947—MBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By.....Bluegrass Bcstg. Co.
Bus.-Studio Address.....Logan-Helm Library, Versailles; Hotel Lafayette, Lexington
Phone No...Versailles 654; Lexington 2-7177
Transmitter Location....Leestown & Yarnalton-Ironworks Rds., Fayette Co.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....SESAC
Representative .....Rambeau
President.....A. B. Chandler
V.P., Sta. Mgr.....W. S. Lukenbill
Commercial Mgr.....Lynn E. Knox
Program Dir.....Donald A. Horton
Chief Announcer.....Ray Holbrook
Chief Engineer.....Paul Dunbar
Farm Editor.....Nathaniel Clark

KROF

ABBEVILLE—1948

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Abbeville Bcstg. Serv. Inc.
Business Address.....Box 306
Phone Number 90
Studio-Transmitter Location .....Abbeville-LaFayette Hway. U. S. 167
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....World
Membership .....NAB
General-Station-Comm. Mgr...George P. Martin
Program-Publicity Dir.....Ebba Lou Martin
Chief Engineer.....C. T. Hook

KALB

ALEXANDRIA—1935—ABC-LA. NET

Frequency: 580 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By...Alexandria Bcstg. Co., Inc.
Business-Studio Address....505½ Johnston St.
Phone Number 2-3335-6
Transmitter Location .....Wardville
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NAB, BMB
President.....Walter H. Allen
Secretary-Treasurer.....T. B. Lanford
General Mgr.....Willard L. Cobb
Station Dir.....Harold H. Carr
Commercial Manager.....Walter Melson
Sales Prom. Mgr., Pgm. Dir.....Harper Clark
Chief Engineer.....Jesse R. Sexton
Farm Editor.....John D. Lyles

KSYL

ALEXANDRIA—1947—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station KSYL
Bus.-Studio-Transmitter Address....Bolton Ave. Ext.
Phone Number 6611-2
Air Time.....6 a.m.-11:05 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Ra-Tel
Membership .....NAB, BMB
Co-Partners..Harold Wheelahan & Sylvan Fox
General-Station Manager.....Paul H. Goldman
Comm. Mgr.....Milton Fox
Sales Prom. Mgr.....S. R. Fox
Program-Production Dir.....Bruce Rainey
Publicity Director.....Jack McCall
Chief Announcer.....Paul Mitchell
Musical Director.....Bruce Rainey
Chief Engineer.....Earl M. Eggers
Farm Editor.....Robert Leroy

KVOB

ALEXANDER—1946—MBS-LA. NET

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Louisiana Bcstg. Corp.
Business-Studio Address.....1710 Jackson St.
Phone Number 20481
Transmitter Location.....Old Boyce Rd.
Air Time.....5:30 a.m.-M.
News Service .....AP
Transcription Service .....Associated

Representative .....McGillvra
Membership .....NAB
President.....Roy O. Martin
Gen., Comm. Mgr.....John H. Allen, Jr.
Sta., Pgm. Dir.....Franklin Whitehead
Chief Announcer.....Tommy Erwin
Chief Engineer.....John W. Crawford

KTRY

BASTROP—1948

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By...Morehouse Bcstg. Co., Inc.
Bus.-Studio Address....217 S. Washington St., P. O. Box 193
Phone Number 1400
Transmitter Location.....N.W. of City
Air Time.....Sunrise-local sunset
News Service .....AP
Transcription Service.....Lang-Worth, Capitol
Representative .....Friedenberg
Membership .....NAB
President .....Nathan Bolton
Commercial Manager.....Salvador Scarpino

WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By.....Modern Bcstg. Co. of Baton Rouge, Inc.
Business-Studio Address.....1048 Florida St.
Phone Number 4-8571
News Service .....AP
Representative .....Walker
President.....Louis S. Prejean
General Manager.....Tom E. Gibbens
Comm. Mgr.....Frank Parton
Prog. Dir., Prom. Mgr.....Max Fetty
Chief Engineer.....Donald K. Allan

WIBR

BATON ROUGE—1948—LBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By..G. T. Owen & Owen W. Ware
Business Address.....P. O. Box 1226
Phone Number 4-9493-4
Studio-Transmitter Location....600 Neosha St.
Air Time.....Local sunrise-sunset
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Cooke
Membership .....NAB
Gen., Comm. Mgr.....H. W. Bumpas
Program Director.....Scott W. Erwin
Production Director.....Robert Earle
Publicity Dir.....Mary Davidson
Musical Director.....Prim Verger
Chief Announcer.....Bud Campbell
Chief Engineer.....E. E. Case
Farm Editor.....Claude N. Campbell, Jr.

WJBO

BATON ROUGE—1934
NBC-LA. NET

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By..Baton Rouge Bcstg. Co., Inc.
Business-Studio Address.....444 Florida St.
Phone Number 2-5271
Transmitter Location.....Rosevelt Rd.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President.....Douglas L. Manship
V.P., General Mgr.....J. Roy Dabadie
Sales Manager.....Charles C. Garvey
Pgm., Pub. Director.....Ralph H. Sims
Production Dir.....Robert H. Scearce
Music Librarian.....John Rutledge
Chief Engineer.....Vernon E. Dudley

WLCS

BATON ROUGE—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Air Waves, Inc.
Business Address.....204 North St.
Phone Number 24411
Transmitter Location.....3936 Broussard
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service.....Associated, Capitol, Cole
Representative .....Ra-Tel
Membership.....NAB, BMB, FMA
General Manager.....Earl Smith
Commercial Manager.....A. Lamar Simmons
Sales Promotion Mgr.....Martha Hundemer
Chief Announcer.....Quitman Henley
Chief Engineer.....Edward Van Valkenburg

WIKC

BOGALUSA—1947—MBS-LA.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....I. K. Corkern, Jr.
Business Address.....Box 811
Phone Number 1906
Studio-Transmitter Address..N. Rio Grande St.
Air Time .....Unlimited
News Service .....AP
President, Gen.-Station Mgr...I. K. Corkern, Jr.

KSIG

CROWLEY—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Acadia Bcstg. Co.
Bus.-Studio Address....101 N. Parkerson Ave.
Phone Number.....1450-1, 544
Transmitter Location.....Odd Fellow Rd. & U. S. 90
Air Time .....Unlimited

News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Joseph Hershey McGillvra
Membership .....NAB
Pres., Sales Prom. Mgr.....Max Thomas
Gen., Sta. Mgr.....B. Hillman Bailey, Jr.
Commercial Manager.....Lauren R. Stagg
Program Director.....Freda S. Thomas
Chief Engineer.....Clovis L. Bailey
Farm Editor.....J. C. Hoffpauir

WIHL

HAMMOND—1947—KBS

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Operated By.....Superior Enterprises
Business-Studio Address..218 W. Thomas St.
Phone Number 960
Transmitter Location...Hammond-Ponchatoula Highway
Air Time .....Daytime
News Service .....AP
Transcription Service .....Capitol
Gen., Sta. Mgr.....F. E. Curnutt
Comm. Mgr.....J. K. Ferris
Chief Announcer.....Rick Webb
Chief Engineer.....F. E. Curnutt

KCIL

HOUMA—1946—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Charles W. Lamar, Jr.
Business Address....Lamar Adv. Co., Box 30, Baton Rouge
Phone Number 6828-9
Transmitter Location.....Bayou Black Dr.
Studio Address.....Box 1031
Air Time.....5:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Membership .....NAB, BMB
Station Mgr.....Frank Conwell
Commercial Mgr.....Joseph S. Strada
Sales Prom. Mgr.....Frank King
Program Director.....Dick McMullen
Musical Dir.....Ovide Davis
Chief Engineer.....Donald L. Jones

KVOL

LAFAYETTE—1935—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Evangeline Bcstg. Co., Inc.
Business-Studio Address..519 S. Buchanan St.
Phone Number.....5111-2
Transmitter Location.....Scott Rd.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Meeker
Membership .....NAB, BMB
President .....Morgan Murphy
General Manager.....George H. Thomas
Sta., Comm., Mgr., Pub. Dir...Evan H. Hughes
Chief Engineer.....Louis Pilcher
Farm Editor.....Allison Theriot

KLOU

LAKE CHARLES—1947
CBS-LA. NET

Frequency: 1580 Kc.....Power: 1000 Watts
Owned-Oper. By..The Pelican Bcstg. Co., Inc.
Business-Studio Address....134 Clarence St.
Phone Number 7277-8
Transmitter Location.....North Lake Charles, P .O. Box 288
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative .....Walker
Membership .....NAB, BMB
President.....H. Vernon Anderson
General Mgr.....E. R. Anderson
Secretary-Treasurer.....Sara M. Anderson
Comm. Mgr., Pgm. Dir.....Eugene S. Cuny
Sales Prom. Mgr.....William Patton
Publicity Dir.....Lucille Storer
Chief Announcer.....Sid Morse
Musical Dir.....Jerry Barlow
Chief Engineer.....Andrew Vargo

LOUISIANA

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BECAUSE—AP members, the greatest body of news collectors in the world today, provide their news to their AP.

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LOUISIANA

K P L C

LAKE CHARLES—1935
NBC-LA. STATE

Frequency: 1470 Kc. . Power: 5000 d.; 1000 n.
Owned-Operated By . . . . . Calcasieu Bcstg. Co.
Business Address . . . . . P. O. Box 1521
Phone Number 2713
Studio Address . . . . . Majestic Hotel
Transmitter Location . . . . . 2 Mi. W. of City
Air Time . . . . . 5:30 a.m.-M.
News Service . . . . . AP
Transcription Service . . . . . World
Representative . . . . . Weed
President . . . . . T. B. Lanford
Gen., Sta. Mgr. . . . . David Wilson
Commercial Manager . . . . . P. E. Mills, Jr.
Sales Prom. Mgr., Prod. Dir. . . . . Tom Journeay
Program Director . . . . . Horace Lyons
Publicity Dir. . . . . Lynn Williams
Chief Announcer . . . . . Jim Toth
Musical Dir. . . . . Agnes Farber
Chief Engineer . . . . . A. B. Craft
Farm Editor . . . . . Jimmy Basham

K W S L

LAKE CHARLES—1947
MBS-LIBERTY

Frequency: 1400 Kc. . . . . Power: 250 Watts
Owned-Oper. By . . . . . Alonzo Stanford Dudley
Address . . . . . 1 Mill St.
Phone Number 6-1401
Air Time . . . . . Unlimited
News Service . . . . . UP
Transcription Service . . . . . Cole, Lang-Worth
Representative . . . . . Friedenberg
General Mgr. . . . . A. Stanford Dudley
Station Manager . . . . . Alva P. Frith
Comm., Sales Prom. Mgr. . . Thomas A. Gresham
Pgm., Prod. Dir. . . . . Roy K. Rhodes
Publicity, Musical Dir. . . . . Ralph Hooks
Chief Engineer . . . . . LaVance Carson

K M L B

MONROE—1930—ABC

Frequency: 1440 Kc. . Power: 5000 d.; 1000 n.
Owned-Oper. By . . . . Liner's Bcstg. Station, Inc.
Business Address . . . . . P. O. Box 1723
Phone Number . . . . . L. D. 25, 4321-2, 3952
Studio Address . . . . . Francis Hotel
Transmitter Location . . . . . Millhaven Rd.
Air Time . . . . . 5 a.m.-M.
News Service . . . . . UP
Transcription Service . . . . . World
Representative . . . . . Taylor-Borroff
Membership . . . . . NAB, BMB
President . . . . . J. C. Liner, Sr.
Gen., Sta., Comm. Mgr. . . . . Charles Price
Sales Prom. Mgr. . . . . Lawrence Gibbs
Pgm., Pub. Dir. . . . . Marjorie Watson
Chief Announcer . . . . . Joe Pierce
Chief Engineer . . . . . O. L. Morgan

K N O E

MONROE—1944—NBC

Frequency: 1390 Kc. . . . . Power: 5000 Watts
Owned-Operated By . . . . . James A. Noe
Business-Studio Address . . . . . Bernhardt Bldg.
Phone Number 912
Transmitter Location . . . . . Good Hope Rd.
Air Time . . . . . 5 a.m.-M.
News Service . . . . . AP
Transcription Service . . . . . Associated
Representative . . . . . Ra-Tel
Membership . . . . . NAB
President . . . . . James A. Noe
General Manager . . . . . Robert W. Dumm
Program Director . . . . . Bid Causey
Chief Engineer . . . . . William Hyatt

K W C J

NATCHITOCHES—1947—KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts
Owned-Oper. By . . . . . Natchitoches Bcstg. Co.
Business-Studio Address . . . . . Box 232
Phone Number 2353
Air Time . . . . . Unlimited
News Service . . . . . AP
Transcription Service . . . . . Lang-Worth
Membership . . . . . NAB, BMB
President . . . . . Dr. William H. Pierson
Gen., Comm. Mgr. . . . . Charles L. Planchard
Program Dir. . . . . Kenneth M. Dowty
Chief Engineer . . . . . Carroll G. Crew

K A N E

NEW IBERIA—1946—MBS-LA

Frequency: 1240 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . New Iberia Bcstg. Co.
Business-Studio Address . . . 101 W. St. Peter St.
Phone Number 965
Transmitter Location . . . . . 1102 W. Main St.
Air Time . . . . . Unlimited
News Service . . . . . UP
Transcription Service . . . . . SESAC, Capitol
Membership . . . . . NAB, BMB
General Manager . . . . . George H. Thomas
Station Manager . . . . . Dierrell Hamm
Commercial Mgr. . . . . J. R. MacEachron
Program Director . . . . . Ken Dunnagan
Chief Announcer . . . . . Donald Bonin
Chief Engineer . . . . . L. M. Blackmon

W D S U

NEW ORLEANS—1923—NBC

Frequency: 1280 Kc. . . . . Power: 5000 Watts
Owned-Operated By . . . WDSU Bcstg. Services
Business-Studio Address . . . . . 520 Royal St.
Phone Number . . . . . Tulane 4371
Transmitter Location . . . . . Whitney Ave.
Air Time . . . . . Unlimited
News Service . . . . . AP, UP
Transcription Service . . . . . Associated
Representative . . . . . John Blair

• • • LOUISIANA • • •

Membership ..... NAB
Partners .... Edgar B. Stern, Edgar B. Stern, Jr.
Gen. Sta. Mgr. ..... Robert Swezey
Commercial Mgr. ..... A. Louis Read
Program Dir. ..... Stanley Holiday
Production Dir. ..... Ray Rich
Publicity Dir. ..... Ray Liuzza
Chief Announcer ..... Gay Batson
Chief Engineer ..... Lindsey Riddle

WJBW

NEW ORLEANS—1926

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ... Mrs. Louise C. Carlson
Business-Studio Address ..... Cigali Bldg.
Phone Number ..... Ma. 3488-9
Transmitter Location ..... New Orleans
Air Time ..... Unlimited
News Service ..... AP, INS
Transcription Service ..... Capitol
Representative ..... W. G. Rambeau
Membership ..... NAB
Gen. Mgr. ..... Louise C. Carlson
Commercial Mgr. ..... Pat J. Shannon
Program Dir. ..... James Warren
Chief Engineer ..... Charles L. Whitney

WJMR

NEW ORLEANS—1946

Frequency: 990 Kc. ..... Power: 250 Watts d.
Owned-Operated By .. Supreme Bcstg. Co., Inc.
Address ..... Jung Hotel, Canal St.
Phone Number ..... Ca. 0356-7
Air Time ..... Daytime
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... Forjoe
Membership ..... NAB, FMA
President ..... William Cortada
Co-Mgrs. ... George A. Moyoral, S. W. Ray, Jr.
Sales Prom. Mgr. ..... S. Whitmire
Program Director ..... Meredith Gibson
Publicity Dir. ..... Cati Hairston
Chief Engineer ..... George A. Mayoral

WNOE

NEW ORLEANS—1926—MBS

Frequency: 1060 Kc. .. Power: 50,000 d.; 5000 n.
Owned-Operated By ..... James A. Noe
Business-Studio Address ..... St. Charles Hotel
Phone Number ..... Raymond 0423-4
Transmitter Location . S. Broad & Euphrosine St.
Air Time ..... Unlimited
News Service ..... AP, UP
Transcription Service ..... Standard
Representative ..... Ra-Tel
Membership ..... NAB
Owner ..... James A. Noe
General-Station Manager .... James E. Gordon
Commercial Manager ..... Paul Beville
Program Director ..... Beverly Brown



LOW RATES

WDSU offers the lowest rates among the three largest network stations.



LARGE AUDIENCE

WDSU is rapidly assuming the lead in listening audience in the South's Greatest Market!



Production Director.....Eldon Durand
Publicity Director.....Larry Wilson
Chief Engineer.....Albert Bourgeois

WSMB

NEW ORLEANS—1925—NBC

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....WSMB, Inc.
Business-Studio Address.....901 Canal St.
Phone Number.....Magnolia 5921
Representative .....Edward Petry
President.....E. V. Richards
General Manager.....H. Wheelahan

WTPS

NEW ORLEANS—1948

Frequency: 940 Kc.....Power: 1000 d.; 500 n.
Owned-Oper. By.The Times Picayune Pub. Co.
Business Address.....615 North St.
Phone Number.....Canal 5561
Studio Address.....601 Howard Ave.
Transmitter Location....Hamilton Ave., Gretna
Air Time 6-M
News Service .....AP
Transcription Service.....World, Associated, Capitol
Representative .....Walker
Membership .....NAB
President.....L. K. Nicholson
General Mgr.....H. F. Wehrmann
Commercial Mgr.....J. R. O'Meallie
Program Dir.....M. J. Clarke
Chief Engineer.....G. W. Deblieux

WWEZ

NEW ORLEANS—1947

Frequency: 690 Kc.....Power: 5000 Watts
Owned-Opertaed By.....Sky Bcstg. Service
Bus.-Studio Address.....Hotel New Orleans
Phone Number.....Canal 3421
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....Hollingbery
President.....A. L. Chilton
Gen., Comm. Mgr.....Joe A. Oswald
Program Dir.....Ken Elliott
Chief Engineer.....Harrison Mondy

WWL

NEW ORLEANS—1922—CBS

Frequency: 870 Kc.....Power: 50,000 Watts
Owned-Operated By.....Loyola University
Address .....Roosevelt Hotel
Phone Number.....Raymond 2194-5-6-7
Air Time .....Unlimited
News Service.....UP, AP
Transcription Service.....Standard, World
Representative .....Katz
Membership .....NAB, BMB
President.....Rev. Thomas J. Shields
Gen.-Station Mgr.....W. H. Summerville
Comm. Manager.....Larry Baird
Promotion Manager.....Bob Tompkins
Program Director.....E. M. Hoerner
Chief Engineer.....J. D. Bloom, Jr.

KSLO

OPELOUSAS—1947
MBS-LIBERTY-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KSLO Bcstg. Co.
Business Address.....P. O. Box 392
Studio Address.....KSLO Bldg.
Phone Number 2633
Transmitter Location....1½ Mi. SW. of City
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NAB, BMB
Gen., Sta. Mgr.....W. Eugene Jones
Commercial Mgr.....Jim Wethington
Program Dir.....Pat McCusker
Chief Announcer.....John Chauvin
Chief Engineer.....Freddie Hebert

KRUS

RUSTON—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Clarence E. Faulk, Jr.
Bus.-Studio Address...105 N. Railroad Ave.
Phone Number 1490
Transmitter Location...Hway. 80, 2 Mi. W. of City
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB, BMB
President.....C. E. Faulk, Jr.
General Manager.....Lloyd A. Goodin
Program Director.....Kenneth L. Whitaker
Traffic Mgr.....Eloise Fowler
Chief Engineer.....Chester Gillespie

KENT

SHREVEPORT—1947—MBS

Frequency: 1550 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Frank H. Ford
Business-Studio Address.....311 Milam St.
Phone Number 3-3681
Transmitter Location.....Blanchard Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
Membership .....NAB, BMB
Owner, General Manager.....Frank H. Ford
Commercial Manager.....Frank H. Ford, Jr.

Sales Prom. Mgr., Pub. Dir.....Bill Monroe
Program-Production Dir.....Joe Monroe
Musical Dir.....Clois Spraggins
Chief Engineer.....L. J. Carlson
Farm Editor.....Bill Rutledge

K R M D

SHREVEPORT—1928—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station KRMD
Bus.-Studio Address.....New Jefferson Hotel, P. O. Box 1712
Phone Number 6171
Air Time .....Unlimited
Representative .....Taylor-Borroff
Membership .....NAB, BMB
Manager.....G. V. Wilson
Station Director.....W. L. Switzer

K T B S

SHREVEPORT—1922—NBC-TQ

Frequency: 710 Kc.....Power: 10,000 Watts d.; 5000 Watts n.
Owned-Oper. By.....Radio Station KTBS, Inc.
Business-Studio Address..312 E. Kingshighway
Phone Number 7-3644
Transmitter Location...1.5 Mi. W.S.W of Dixie
Air Time.....5 a.m.-M.
Transcription Service .....Associated
Representative .....Edward Petry
Membership .....BMB
President.....Allen D. Morris
Gen., Sta., Comm. Mgr.....C. K. Beaver
Sales Prom. Mgr., Pub. Dir.....C. W. Doebler
Program Director.....Deane Flett
Production Director.....David Kent
Chief Engineer.....C. H. Maddox

K W K H

SHREVEPORT—1925—CBS-SCQN

Frequency: 1130 Kc.....Power: 50,000 Watts
Owned-Operated By..International Bcstg. Corp.
Business-Studio Address....Commercial Bldg.
Phone Number 2-8711
Transmitter Location .....Dixie
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....Branham
Membership .....NAB, BMB
President.....John D. Ewing
General-Station Manager.....Henry B. Clay
Comm.-Asst. Mgr.....B. G. Robertson
Prom. Mgr., Pub. Dir.....James T. Briggs
Program Director.....Horace Logan
Chief Announcer.....Frank Page
Chief Engineer.....W. E. Antony

MAINE

Estimated Population 909,000—Increase +7.3%—Radio Homes 248,000
Radio Families—256,000—Stations in State 15

W F A U

AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Twin City Bcstg. Co., Inc.
Address.....160 Bangor St.
Phone Number 2540
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
President .....Faust Couture
General Manager.....Robert I. Payne
Program Director.....Norman G. Gallant
Chief Engineer.....Robert H. Parker

(See Page 452)

W R D O

AUGUSTA—1932—NBC-NERN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRDO, Inc.
Business-Studio Address.....175 Water St.
Phone Number 2285
Transmitter Location .....Chelsea
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Weed, Bannan
Membership .....NAB, BMB
President.....Adeline B. Rines
General-Station Manager.....Jack S. Atwood
Comm.-Sales Prom. Mgr.....Donald K. Powers
Pgm. Dir., Prom. Mgr.....Leslie R. Hubley
Chief Engineer.....Harold T. Dinsmore

W A B I

BANGOR—1921—ABC-PTG

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By....Community Bcstg. Service
Business-Studio Address.....57 State St.
Phone Number 6446-7
Transmitter Location.....Wilson St., Brewer
Air Time.....6:20 a.m.-M.
News Service .....AP
Representative.....Young, Kattle-Carter
President.....F. B. Simpson
Gen., Sta. Mgr.....Murray Carpenter
Comm., Sales Prom. Mgr...Leon P. Gorman, Jr.
Program-Production-Musical Dir...Harold Dorr
Chief Engineer.....Walter Dickson

WGUY

BANGOR—1947—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Guy Gannett Bcstg. Services
Business Address.....Box 732
Phone Number 7354
Studio-Transmitter Location..329 Mt. Hope Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
Membership .....BMB
President.....Guy P. Gannett
General Manager.....Lawrence W. Stubbs
Station Manager.....Samuel G. Henderson, Jr.
Commercial Manager.....Harvey M. Grant
Program Director.....Elisabeth A. Kihlmire
Chief Engineer.....Lauris P. MacGown

WJOR

BANGOR—1946
MBS-YANKEE-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Bangor Bcstg. Service, Inc.
Business-Studio Address.....22 State St.
Phone Number.....Bangor 5612
Transmitter Location.....Bangor

Covering Central Maine
with 3 outlets
WCOU
&
WCOU-FM
93.9 MCS
of Lewiston
WFAU
of Augusta
•
MUTUAL
YANKEE
•
Represented Nationally by
Forjoe & Company
New York

Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Forjoe
Pres., Chief Engr.....Stephen Velardi
Sta. Mgr., Pgm. Dir.....Lawrence Slon

WLBZ

BANGOR—1926—NBC-NERN

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Maine Bcstg. Co.
Business-Studio Address.....100 Main St.
Phone Number.....Bangor 6023
Transmitter Location.....Outer Broadway
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Weed, Bertha Bannan
Membership .....NAB, BMB
President.....William H. Rines
Station Manager.....Edward E. Guernsey
Program Director.....Irving S. Hunter
Publicity Director.....George Chapman
Musical Director.....Norman Lambert
Chief Engineer.....John Wibby

WIDE

BIDDEFORD—1948—MBS-YANKEE

Freqeuncy: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Biddeford Bcstg. Corp.
Business-Studio Address.....234 Main St.
Phone Number 4-4566
Transmitter Location.....Gay Field St., Saco
Air Time.....6:15 a.m.-M.
News Service .....UP
Transcription Service .....Capitol
Representative .....Friedenberg
Membership .....NAB
President, Gen.-Comm. Mgr...Gordon J. Lewis
Comm., Sales Prom. Mgr.....James Gates
Program Dir.....Gordon J. Lewis
Publicity Dir.....Chrisoula Drivas
Chief Announcer.....Burleigh Brown
Musical Director.....Merrill Smith
Chief Engineer.....Arthur Deters
Farm Editor.....Bruce Bauman

WCOU

LEWISTON—1938—MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Twin City Bcstg. Co., Inc.
Business-Studio Address.....223 Lisbon St.
Phone Number.....4-6921
Transmitter Location.....Webber Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Standard, SESAC
Representative .....Forjoe
Owner-Executive .....Faust Couture
General-Station Mgr.....John C. Libby
Comm., Sales Prom. Mgr.....Guy Ladouceur

Pgm., Prod., Pub. Dir.....Herb Fontaine
Chief Announcer.....Norman Card
Musical Dir.....Marion Payne Louisfell
Chief Engineer.....Donald Mason
Farm Editor.....Harold Alberghini

WLAM

LEWISTON—1947—ABC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Lewiston-Auburn Bcstg. Corp.
Business-Studio Address.....129 Lisbon St.
Phone Number 4-5401-2
Transmitter Location..Washington St., Auburn
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol
Representative .....Everett-McKinney, Kittell-Carter
Membership .....NAB
President, Station Mgr.....Elden H. Shute, Jr.
Sales Prom. Mgr., Pub. Dir...Gerald T. Higgins
Program Director.....William Finkeldey
Musical Director.....Bert Cote
Chief Engineer.....Leslie R. Hall

WCSH

PORTLAND—1925
NBC-NERN-ME.

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By....Congress Square Hotel Co.
Business-Studio Address.....157 High St.
Phone Number 2-0181
Transmitter Location .....Scarboro
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....Weed, Bertha Bannan
Membership .....NAB, BMB
President.....Adeline B. Rines
Station Manager.....William H. Rines
Commercial Manager.....Albert W. Smith
Sales Promotion Mgr.....Rudolph O. Marcoux
Program Director.....Arthur Owens
Publicity Director.....Linwood T. Pitman
Musical Director.....Norman Ayres
Chief Engineer.....G. Fred Crandon
Farm Editor.....Linwood H. Brofee
News Director.....William F. McCrary

WGAN

PORTLAND—1938—CBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Guy Gannett Bcstg. Services
Business-Studio Address.....390 Congress St., P. O. Box 1731
Phone Number 2-7423
Transmitter Location .....Riverton
Air Time .....Unlimited
News Service .....AP, UP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
Membership .....NAB
President.....Guy P. Gannett
Vice-President.....Lawrence H. Stubbs
General Manager.....Creighton E. Gatchell
Commercial Manager.....Arthur K. Atherton
Sales Prom. Mgr., Pub. Dir.
Francis H. Farnum, Jr.
Program-Production Dir.....Richard E. Bates
Chief Engineer.....Roger W. Hodgkins

WMTW

PORTLAND—1946—MBS-YANKEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Radio Enterprises, Inc.
Address.....212 Middle St.
Phone Number 4-2649
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Standard, SESAC
Representative .....Ra-Tel
President .....John Baybutt
Gen., Comm. Mgr.....Abbott Smith
Sta. Mgr., Program Dir.....Donald J. Curran
Chief Announcer.....Dick Smith
Chief Engineer.....Horace Ruiz

MAINE

WHY IS AP THE BEST?

BECAUSE—AP members decide what AP shall be. Their decision has made AP unequalled in covering the news of the world . . . RAPIDLY TRUTHFULLY . . . ACCURATELY.

NEW ENGLAND ASSOCIATED PRESS BROADCASTERS ASSOCIATION

President: Leland Bickford — Editor-in-Chief, Yankee Network, Boston
Secretary: L. P. Yale — AP Chief of Bureau, Boston
Director for Maine: Frank Hoy—WLAM, Lewiston

MAINE

Sell the Baltimore area the SENSE-ible way--

SELL BY SOUND

Radio Baltimore . . . .

WBAL
50,000 Watts

SELL BY SIGHT

Television Baltimore . . .

WBAL-TV
Channel Eleven

NBC Affiliates

Nationally represented by Edward Petry & Co., Inc.

WPOR

PORTLAND—1946—ABC-PTN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Oliver Bcstg. Corp.
Business-Studio Address..The Chapman Bldg.
Phone Number 3-8111
Transmitter Location.....Baxter Blvd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative.....Adam J. Young, Jr., Kettell-Carter
Membership .....NAB, BMB
General Manager.....Harold H. Meyer
Commercial Manager.....William J. Mullen
Sales Prom. Mgr.....Anne Bradford
Dir. of Special Events.....S. Blake Ellis
Chief Engineer.....Roger L. Perry

WAGM

PRESQUE ISLE—1931

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Aroostook Bcstg. Corp.
Business-Studio Address.....180 State St., W.
Phone Number 8821
Transmitter Location.....U. S. Route 1
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Associated, SESAC
Representative .....Continental Radio, Bertha Bannan
Membership .....NAB, BMB
President.....Harry E. Umphrey
General Manager.....Harold D. Glidden
Program Dir.....Ted Coffin
Chief Engineer.....Lester E. Hughes

WTVL

WATERVILLE—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Kennebec Bcstg. Co.
Business-Studio Address.....36 Silver St.
Phone Number 2700-1
Transmitter Location.....140 Benton Ave., Winslow
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative...Robert Meeker, Kettell-Carter
Membership .....NAB, BMB
Pres., Gen.-Station Mgr.....Carleton D. Brown
Comm.-Sales Prom. Mgr.....Harold L. Vigue
Program-Production Dir.....Paul Huber
Chief Engineer.....Donald H. Sutherland

MARYLAND

Estimated Population 2,175,000—Increase +19.4%—Radio Homes 596,000
Radio Families—608,000—Stations in State 22

WANN

ANNAPOLIS—1946

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By...Annapolis Bcstg. Corp.
Business-Studio Address.....25 School St., P. O. Box 749
Phone Number.....Annapolis 2500
Transmitter Location.....Bay Ridge Rd.
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....Lang-Worth
President, General Mgr.....Morris H. Blum
Station-Commercial Mgr.....Thomas S. Carr

WASL

ANNAPOLIS—1946

Frequency: 810 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Chesapeake Radio Corp.
Business Address.....P. O. Box 612
Phone Number 9211
Transmitter-Studoi Location.....Truxton Hgts.
Air Time.....Local sunrise-local sunset
News Service.....AP, Transradio
Transcription Service .....World
Membership .....NAB
Pres., Gen. Mgr.....Robert L. Blalock
Sta., Comm. Mgr., Pub. Dir.....Gene Gosch
Pgm., Prod. Dir.....M. E. Blalock
Chief Announcer, Farm Editor.....Bill Earle
Chief Engineer.....Stanley C. Leek

WNAV

ANNAPOLIS—1949

Frequency: 1430 Kc.....Power: 500 Watts
Owned-Operated By.....Capital Bcstg. Co.
Business Address.....89 West St.
Phone Number 2639
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Associated, Capitol
Representative .....McGillvra
President.....Albert H. McCarthy
General Mgr.....H. Philip Nesbitt
Commercial Mgr.....William T. O'Connor
Program Dir.....Patricia C. Scible
Production Dir.....Charles Mannel
Chief Engineer.....Paul C. Jones

WBAL

BALTIMORE—1925—NBC

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Operated By.....Hearst Radio, Inc.
Address.....2610 N. Charles St.
Phone Number.....Hopkins 3000
Transmitter Location.....Winans Rd., Randalls Town
Air Time .....Unlimited
News Service.....INS, UP, AP
Transcription Service .....Associated
Representative .....Edward Petry
Membership .....NAB, BMB
President .....Charles McCabe
General Mgr.....Harold Burke
Business Manager.....D. L. Provost
Sales Manager.....Leslie Peard
Program Dir.....Willis K. Freiert
Production Dir.....Victor Campbell
Publicity Dir.....Tom White
Chief Announcer.....Walter Linthicum
Chief Engineer.....John Wilner
Farm Editor.....Bill Rock

(See Page 454)

WBMD

BALTIMORE—1947

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Key Bcstg. Corp.
Business-Studio Address.....4 W. Eager St.
Phone Number .....Mulberry 7095-6-7
Transmitter Location.....2901 Moravia Rd.
Air Time .....Daytime
News Service .....AP
Representative.....Joseph Hershey McGillvra
President.....George E. Hull
Gen., Sta. Mgr.....H. Shelton Earp, Jr.
Commercial Manager.....Merrill L. Carroll
Prog. Dir., Chief Announcer....Tom O'Connor
Chief Engineer.....Russell H. Morgan

WCAO

BALTIMORE—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Monumental Radio Co.
Business-Studio Address..1102 N. Charles St.
Phone Number.....Mulberry 0600
Transmitter Location.....Park Hgts. Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President.....Lewis M. Milbourne
Exec. V.P., Gen., Sta. Mgr.....L. W. Milbourne
Sales Prom., Pub. Dir...Robert M. Richmond
Program Dir.....George L. Filling
Chief Announcer.....Charles W. Purcell
Chief Engineer.....Martin L. Jones
Farm Editor.....Ray Moffett

WCBM

BALTIMORE—1930—MBS

Frequency: 680 Kc...Power: 10,000 d.; 5000 n.
Owned-Oper. By.....Baltimore Bcstg. Corp.
Bus.-Studio Address....Harford & North Aves.
Phone Number.....Belmont 8400
Transmitter Location.....Cold Spring Lane
Air Time .....Unlimited
News Service.....UP, INS
Transcription Service .....Associated
Representative .....Weed
Membership .....NAB
President, Comm. Manager.....John Elmer
Gen., Sta., Mgr., Pgm. Dir...George H. Roeder
Musical Dir.....Jack Rohr
Chief Engineer.....G. Porter Houston

WFBR

BALTIMORE—1922—ABC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By..The Baltimore Radio Show, Inc.
Business-Studio Address.....10 E. North Ave.
Phone Number.....Mulberry 1300
Transmitter Location.....701 Waterview Ave.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World
Representative .....John Blair
Membership .....NAB
President.....Robert S. Maslin
V.P., Treas., Actg. Mgr...John H. L. Trautfelter
Nat. Comm. Mgr.....William S. Pirie, Jr.
Local Comm. Mgr.....William R. Dothard
Sales Promotion Manager....William B. Roche
Program-Production Dir.....Bert Hanauer
Publicity Director.....Robert S. Maslin, Jr.
Chief Announcer.....Henry Hickman
Musical Director.....Joseph Imbrogulio
Chief Engineer.....William Q. Ranft

WITH

BALTIMORE—1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Maryland Bcstg. Corp.
Business-Studio Address....7 E. Lexington St.
Phone Number.....Lexington 7808
Transmitter Location.....1230 Curtain Ave.
Air Time.....24 Hrs.
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed
Membership .....NAB, FMA
Pres., Gen.-Sta. Mgr.....Thomas G. Tinsley, Jr.
Comm., Sales Prom. Mgr.....Robert C. Embry
Program Dir.....Mariliee Considine
Publicity Director.....Mae Hughes
Musical Director.....Anna Ray Suter
Chief Engineer.....James S. Duff

(See Page 458)

WSID
BALTIMORE—1948

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address...109 W. Baltimore St.
Phone Number.....Saratoga 8250
Transmitter Location .....Essex
Air Time .....Sunrise-sunset
News Service .....AP
Representative .....Forjoe
Membership .....NAB
Pres., Gen. Mgr.....Richard Eaton
Promotion Mgr.....Helen Wherley
Asst. Gen., Comm. Mgr., Pgm. Dir.
Albert R. Lamphear
Chief Engineer.....Ben Wolfe

WBCC
BETHESDA—1947

Frequency: 1120 Kc.....Power: 250 Watts d.
Owned-Oper. By..Broadcast Management, Inc.
Business-Studio Address.....5 Wilson Lane
Phone Number.....Oliver 2800
Transmitter Location...Kenwood Country Club
Air Time .....Daytime
News Service .....UP
Transcription Service..Lang-Worth, Associated
Membership .....NAB
President.....Willard D. Egolf
Commercial Manager.....Cecil Richards
Sales Promotion Manager.....Phil Davison
Pgm., Musical Dir.....Grace Campbell Egolf
Chief Announcer.....Harold Provensen
Chief Engineer.....Donald Herr
Farm Editor.....Pete Peirce

WCEM
CAMBRIDGE—1947—MBS

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Oper. By.....The Shore Bcstg Co.
Business-Studio Address .....Cambridge
Phone Number 1580
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Membership .....NAB
President.....John W. Downing
General Manager.....Charles J. Truitt
Station Mgr., Program Dir...Edward H. Brigham
Commercial Manager.....James Wood

WCUM
CUMBERLAND—1948—CBS

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Oper. By.....The Tower Realty Co.
Address.....William Rd. P. O. Box 360

MORE POWER FOR US means
MORE SELLING POWER FOR YOU

SOON

10,000 WATTS FOR WCBM

reaching and selling a larger part of one
of the nation's richest and best markets.

680 KILOCYCLES

a preferred place on the radio dial.

Baltimore's Listening Habit

WCBM

Mutual Broadcasting System

John Elmer, *President*

George H. Roeder,
General Manager

Exclusive National Representatives
WEED & COMPANY
New York, Chicago, Boston, Detroit,
Atlanta, Hollywood, San Francisco

BUY

W·I·T·H

FOR A

BIG PLUS

Audience in Baltimore!

Advertisers have known for a long time that W-I-T-H delivers more *home* listeners-per-dollar than any other station in town. Now a survey made under the supervision of the Johns Hopkins University shows that of all radios playing in these commercial establishments, the following percentages were tuned to W-I-T-H:

Grocery stores	42.3%	*Drug stores*	34.6%
Barber shops	49.3%	*Taverns*	67.3%

This BIG PLUS AUDIENCE means that a *small* appropriation on W-I-T-H produces *big* results. See your Headley-Reed man for the full W-I-T-H story.



W·I·T·H Baltimore Maryland

TOM TINSLEY, President *Represented by HEADLEY-REED*

• • • MARYLAND • • •

Phone Number 5400-1
News Service.....AP, Transradio
Transcription Service .....Standard
Representative .....Meeker
Membership .....NAB
President.....Karl F. Steinmann
Acting Sta. Mgr.....Aquin P. Feeney
Commercial Mgr.....Alton Whitehouse
Program Dir.....Clark W. Thornton, Jr.
Publicity Director.....Wilbur Bishop
Chief Engineer....William Paul Clendenning

WTBO

CUMBERLAND—1928—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Cumberland Bcstg. Co.
Business-Studio Address.....31 Frederick St.
Phone Number 299
Transmitter Location.....Fort Hill
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World
Membership .....NAB
Managing Partner, Gen., Sta. Mgr.
Aurelia S. Becker
Program Dir.....Edwin F. Hinkle
Chief Engineer.....William R. Selleck
Farm Editor.....Robert Rosamond

WDYK

CUMBERLAND—1949—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....R. A. Raese
Business Address.....450 Byrd Ave.
Phone Number 5727
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Pres., Gen. Mgr.....R. A. Raese
Commercial Mgr.....George J. Kapel
Program Dir.....William A. Vaughn
Promotion Mgr.....Ernest N. Butler

WFMD

FREDERICK—1936—CBS

Frequency: 930 Kc.....Power: 500 Watts
Owned-Operated By.....Monocacy Bcstg. Co.
Business-Studio Address.....E. Church St.
Phone Number 1626
Transmitter Location.....Butterfly Lane
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
President .....Laurence Leonard
General Manager.....James W. Robertson
Commercial Manager.....William Hardy
Program Director.....Evelyn Leonard
Chief Announcer.....Bud Bowers
Chief Engineer.....James W. Robertson
Farm Editor.....Clem Gardner

WTBO

AM 250W FM 1000W

Cumberland Maryland

first

last

always

in the Cumberland area... WTBO, for 22 years, has been the preference with advertisers and listeners—

—the most listened to station* in the leading market between Pittsburgh and Baltimore.

*Survey data on request.

WARK

HAGERSTOWN—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Antietam Bcstg. Corp.
Business-Studio Address....128 S. Prospect St.
Phone Number 4500
Transmitter Location.....Commonwealth Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Membership .....NAB, BMB
Chairman of Board.....R. J. Funkhouser
General Mgr.....Stewart W. Phillips
Commercial Manager....Samuel E. Phillips, Jr.
Prog. Dir., Farm Editor.....Hunter Reams
Pubicity Director.....Jane Smith
Chief Engineer.....G. Harold Brewer

WJEJ

HAGERSTOWN—1932—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Hagerstown Bcstg. Co., Inc.
Business-Studio Address..33 W. Franklin St.
Phone Number 2323
Transmitter Location.....Carroll Heights
Air Time.....6 a.m.-M.
News Service.....AP, Transradio
Transcription Service.....World, Lang-Worth
Representative .....Friedenberg
Membership .....NAB, BMB
V.P., Gen. Mgr.....Grover C. Crilley
Sta. Mgr., Pub. Dir.....William H. Paulsgrove
Commercial Mgr.....Clarence Myers
Sales Promotion Mgr.....Harold Gray
Production Dir.....Patsy Miller
Chief Engineer.....George McIntire

WASA

HAVRE DE GRACE—1948—KBS

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chesapeake Bcstg. Corp.
Bus.-Studio-Transmitter Address....Bel Air Rd.
Phone Number 800
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....World
Representative .....Continental
President, General-Station Mgr...Jason T. Pate
Comm.-Sales Prom. Mgr.....Charles W. Irwin
Pgm., Prod., Pub. Dir.....Jack Steinhardt
Chief Engineer.....William O. Kuntz

WBOC

SALISBURY—1940—MBS

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By....The Peninsula Bcstg. Co.
Bus.-Studio-Transmitter Address....Radio Park
Phone Number 6131
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Thesaurus
Representative .....Burn-Smith
Membership .....BMB
President.....John W. Downing
Gen.-Sta.-Comm.-Sales Mgr.....Charles J. Truitt
Program Director.....John W. Downing, Jr.
Chief Engineer.....Jack W. Ward

WGAY

SILVER SPRINGS—1946

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Oper. By....Tri-Suburban Bcstg. Corp.
Business Addres.....Silver Spring
Phone Number.....Shep. 1050
Studio-Transmitter Location.....Kemp Mill Rd.
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Representative .....Walker
Membership .....NAB, BMB
President.....John W. Kluge
Gen.-Sta.-Comm.-Sales Mgr..Joseph L. Brechner
Program Director.....Ernest Tannen
Chief Engineer.....Nicholal J. Chaconas

WOOK

SILVER SPRING—1947

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....United Bcstg. Co.
Business Address.....1143 Connecticut Ave. NW., Washington, D. C.
Phone Number.....Sterling 7265
Studio Address..1143 Conn. Ave., N.W., Washington, D. C.; 8512 Georgia Ave., Silver Spg.
Air Time .....Daytime
Pres., Gen.-Comm. Mgr.....Richard Eaton
Program Director.....Arnold Bi Fort
Chief Engineer.....Vernon V. Story

MARYLAND

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.

CHESAPEAKE AP RADIO ASSOCIATION

President: Denis Sartain—WWDC, Washington
First Vice-President: Matthew Warren — WEAM, Arlington, Va.
Secretary: Max Fullerton—AP Chief of Bureau, Baltimore
News Committee Chairman: William C. Conhurst—WCAO, Baltimore
Cooperation Committee Chairman: Stewart Phillips—WARK, Hagerstown

MARYLAND

MASSACHUSETTS

Estimated Population 4,713,000—Increase +9.2%—Radio Homes 1,308,000
Radio Families—1,321,000—Stations in State 43

WBMS

BOSTON—1946

Frequency: 1090 Kc....Power: 1000 Watts d.
Owned-Operated By.....WBMS, Inc.
Business-Studio Address.....35 Court St.
Phone Number.....LAfayette 3-5616
Transmitter Location .....Medford
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Associated
Representative .....Ra-Tel
President.....Jack N. Berkman
General Manager.....Arthur E. Haley
Comm. Mgr.....Frederic S. Bailey
Program Director.....John R. Thornton
Chief Announcer.....William Stewart
Musical Director.....Martin Bokspan
Chief Engineer.....Herbert Rattigan

WBZ-WBZA

(Synchronous Operation)
BOSTON-SPRINGFIELD—1921
NBC-NERN

Frequency: 1030 Kc.....Power: WBZ, 50,000 Watts; WBZA, 1000 Watts
Owned-Oper. By....Westinghouse Radio Stations, Inc. (Synchronous Operation)
Business-Studio Add...1170 Soldiers Field Rd.
Phone Number.....ALgonquin 4-5670
Transmitter Location.....WBZ, Hull, Mass.; WBZA, East Springfield, Mass.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service...Thesaurus, Associated
Representative.....Free & Peters
Membership .....BMB
President .....Walter Evans
Vice-President.....Walter E. Benoit
General Manager.....J. B. Conley
Station Manager.....W. C. Swartley
Sales Manager.....C. Herbert Masse
Promotion Manager.....John Stilli
Program Manager.....W. Gordon Swan
Publicity Manager.....W. A. Davis
Chief Engineer.....WBZ, W. H. Hauser; WBZA, Harold Randol

WCOP

BOSTON—1935—ABC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By...Massachusetts Bcstg. Corp.
Business-Studio Address.....485 Boylston St.
Phone Number.....COpley 7-0123
Transmitter Location .....Lexington
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service .....Standard
Representative .....Katz
Membership .....NAB, BMB
President .....John Cowles
General-Station Manager.....Craig Lawrence
Natl. Comm. Mgr.....A. N. Armstrong, Jr.
Sales Promotion Manager.....John Wilkoff
Program Director.....Gene King
Production Director.....Henry Lundquist
Publicity Director.....Virginia Nowell
Musical Dir.....Louis Goldberg
Chief Engineer.....Roland C. Hale

WEEI

BOSTON—1924—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....CBS, Inc.
Business-Studio Address.....182 Tremont St.
Phone Number.....HUbbard 2-2323
Transmitter Location....Mystic Valley Pkway.
Air Time .....Unlimited
News Service .....AP, UP
Transcription Service .....Lang-Worth
Representative .....Radio Sales
Membership .....NAB, BMB
Pres. (CBS).....Frank Stanton
General Manager.....Harold E. Fellows
Asst. Comm., Gen. Mgr....Wilbur S. Edwards
Sales Promotion Mgr.....Charles B. H. Vaill
Program Director.....Raymond G. Girardin
Production Director.....Thomas H. Calhoun
Publicity Director.....Marie H. Houlahan
Chief Announcer.....Carlton H. Dickerman
Chief Engineer.....Harold A. Dorschug
Farm Editor.....Jesse H. Buffum

WHDH

BOSTON—1927

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Oper. By.Boston Herald-Traveler, Corp.
Bus-Studio Address.....6 St. James Ave.
Phone Number.....HAncock 6-5500
Transmitter Location .....Needham
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Standard
Representative .....John Blair
Membership .....NAB
President.....Robert B. Choate
Managing Director.....William B. McGrath
Commercial Manager.....Arthur T. Brush
Sales Manager.....William W. Warner
Program Director.....George M. Perkins
Production Director....George M. Watson, Jr.
Chief Engineer.....Philip K. Baldwin
Farm Editor.....Joseph Kelly



There is no substitute for LOCAL Coverage

The more you can concentrate and localize your selling in New England the better pleased you will be with results. Every key market you approach through a local home-town station is bound to add to your sales.

You can reach each of these New England markets best through a locally accepted medium — the Yankee home-town station that gives direct access to the market and complete coverage of the trading zone to the outlying neighborhood shopping areas.

Yankee-Mutual programs have a tremendous following through Yankee's 27 home-town stations. You can tap this great reservoir of retail buying power with the kind of local, intensive selling that only a local home-town station can give you in each of these 27 top markets.

Acceptance is **THE YANKEE NETWORK'S** *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVE., BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

WMEX

BOSTON—1934

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned-Oper. By.....The Northern Corp.
Business-Studio Address....70 Brookline Ave.
Phone Number.....Commonwealth 6-3900
Transmitter Location.....71 W. Squantum St., Quincy
Air Time.....7:15 a.m.-M.
News Service .....INS
Transcription Service..Associated, Lang-Worth
Membership .....BMB
President.....John E. Reilly
General Manager.....William S. Pote
Technical Director.....Alfred J. Pote
Commercial Manager.....Lawrence Flynn
Sales Promotion Manager.....George Kaplan
Program Director.....John E. Reilly
Musical Director.....John Kiley
Chief Engineer.....John Memishian

WNAC

BOSTON—1922—MBS-YANKEE

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By..General Tire & Rubber Co.
Bus.-Studio Address.....21 Brookline Ave.
Phone Number.....Commonwealth 6-0800
Transmitter Location.....N. Quincy
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service .....Standard
Representative .....Edward Petry
Membership .....NAB, BMB
President.....William O'Neil
Exec. V.P., Gen. Mgr.....Linus Travers
V.P.....Thomas F. O'Neil
Prog. Dir., V.P.....George W. Steffy
Dir. of Prom.....Charles W. Curtin
Publicity Dir.....Phyllis Doherty
Technical Director.....Irving B. Robinson

WBET

BROCKTON—1946

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Enterprise Publishing Co.
Business-Studio Address.....60 Main St.
Phone Number .....Brockton 7062-3
Transmitter Location..Cor. West & Belmont Sts.
Air Time .....Daytime
News Service .....AP
Transcription Service.....Thesaurus, SESAC, Lang-Worth, World
Representative .....Bannan, Colton
Membership .....NAB
Station Mgr.....Charles A. Fuller
Commercial Mgr.....Earle G. Clement
Production Director.....Joseph G. Quill
Technical Dir.....Mark L. MacAdam

WMEX

MEANS

EXTRA

SALES

IN BOSTON

WILL MEAN EXTRA SALES IN

BOSTON

WBKA

BROCKTON—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Cur-Nan Company
Bus.-Studio-Transmitter Address...205 E. Ashland St.
Phone Number 8-0621-2
Air Time.....6:30 a.m.-11 p.m.
News Service.....AP, Transradio, UP
Representative ...Kettell-Carter, Friedenberg
Membership .....NAB
President.....Joseph F. Curran
General Manager.....Charles F. Curran
Station Manager.....Harlan W. Newell
Commercial Manager.....Paul Belaire
Pgm., Prod. Dir.....William W. Pierce, III
Musical Dir.....Robert E. Fuller
Chief Engineer.....Philip James
Farm Editor.....Arthur Jones

WVOM

BROOKLINE—1948—USN

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Boston Bcstg. Corp.
Business Address.....1 Harvard St.
Phone Number.....Beacon 2-5650
Transmitter Location....Wiswall Rd., Newton
Air Time.....24 Hrs.
News Service.....Transradio, UP
Membership .....NAB
Exec. V.P., General Mgr.....Benjamin Bartzoff
Commercial Mgr.....Fred Cusick
Program Dir.....Jerome Bartzoff
Chief Engineer.....Erwin Crandell

WTAO

CAMBRIDGE—1948

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Middlesex Bcstg. Corp.
Address.....439 Concord Ave.
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Representative .....Cooke
President.....Frank S. Lyman, Jr.
Gen., Prom. Mgr.....Paul J. Perreault
Commercial Mgr.....Larry Anderson
Program Dir.....Arthur Tacker
Chief Engineer.....Arthur W. Richardson

WACE

CHICOPEE—1946—NEBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Regional Bcstg. Co.
Business-Transmitter Address....Radio Center
Phone Number.....Springfield 6-1323, Chicopee 2330; Holyoke 9897
Studios..Springfield, Hotel Worthy; Chicopee, Radio Center; Holyoke, Natl. Bank Bldg.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....World
Representative .....IMS, Kettell-Carter
Membership .....NAB, FMA
President .....David Hayes
Exec. V.P., Gen. Mgr.....Ralph J. Robinson
Program Dir.....Charles J. O'Malley
Chief Annor., Musical Dir.....Kris Martin
Chief Engineer.....Richard Glinka

WALE

FALL RIVER—1948—MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Narragansett Bcstg. Co.
Address.....374 Central St.
Phone Number 4-1400
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative .....Walker, Kettell-Carter
Pres., Gen. Mgr.....George L. Sisson, Jr.
Station Manager.....J. Buz Way
Program Director.....Nellie F. McCain
Chief Engineer.....Norman P. Guimond

WSAR

FALL RIVER—1921—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By.....Fall River Bcstg. Co., Inc.
Business-Studio Address.....Academy Bldg.
Phone Number 7-9477
Transmitter Location .....So. Somerset
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service...Standard, Lang-Worth
Representative..Headley-Reed, Bertha Bannan
Membership .....NAB, BMB
President, General Mgr.....Melvin Lahr
Commercial Manager.....John Harrington
Sales Prom. Mgr., Pub. Dir.....John Crowley
Program Dir.....Angus Bailey
Chief Announcer.....Joe Welch
Chief Engineer.....John Pavao

WEIM

FITCHBURG—1941—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WEIM, Fitchburg, Inc.
Business-Studio Address.....717 Main St.
Phone Number 1600-1
Transmitter Location..Summer St., Lunenberg
Air Time .....Unimited
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Kettell-Carter
Membership .....NAB
Pres., Gen., Sta. Mgr.....Henry G. Molina, Jr.
Commercial Mgr.....Carter S. Knight
Program Dir.....James W. Chalmers
Chief Engineer.....Ted Kalin

WKOX
FRAMINGHAM—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Suburban Bcstg. Co.
Business-Studio Address....Smith Bldg., Irving Square
Phone Number.....Framingham 7400, 5003
Transmitter Location.....Mt. Wayte Ave.
Air Time .....Local sunrise-sunset
News Service .....Transradio, UP
Transcription Service .....Capitol
Representative ....Friedenberg, Kettell-Carter
Sta. Mgr., Pub. Dir.....Richard E. Adams
Comm., Sales Prom. Mgr..James H. Shoemaker
Program Director.....Lee Emmerich
Production Dir.....Al Hammer
Chief Engineer.....Frank Bartol

WHOB
GARDNER—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Gardner Bcstg. Co.
Business Address.....39 Pleasant St.
Phone Number 1490
Studio Address.....Colonial Hotel
Transmitter Location.....Green St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....SESAC
Representative.....William G. Rambeau
Membership .....NAB, BMB
President, General Mgr.....David M. Richman
Station Manager.....Frank Hull
Comm., Sales Prom. Mgr.....Milton Savitt
Program-Production Dir.....West W. Willcox
Chief Announcer.....Robert E. Johnson
Chief Engineer.....Parker Vincent

WHAI
GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John W. Haigis
Business-Studio Address.....356 Main St.
Phone Number 4301-2
Transmitter Location.....Woodard Rd.
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service....Thesaurus, Associated
Representative.....Bertha Bannan, Walker
Membership .....NAB
President.....John W. Haigis, Sr.
Gen., Sta. Mgr.....John W. Haigis, Jr.
Commercial Manager.....H. W. Nichols
Sales Promotion Manager.....Thomas J. Kelly
Program Director,
Chief Announcer.....Lawrence A. Coney
Musical Director.....Harry J. Frank
Chief Engineer.....Leland F. Wheeler
Farm Editor.....Donald A. Tuttle

MASSACHUSETTS

WHY IS AP THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

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President: Leland Bickford—Editor-in-Chief, Yankee Network, Boston

Secretary: L. P. Yale—AP Chief of Bureau, Boston

Directors for Massachusetts: Ron Cochran—WCOP, Boston; F. E. Whitmarsh—WBZ, Boston; Jim Chalmers—WEIM, Fitchburg.

MASSACHUSETTS

WHAV

HAVERHILL—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Haverhill Gazette Co.
Business-Studio Address.....30 How St.
Phone Number 4-4733
Transmitter Location....110 Observatory Ave.
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service.....Associated, World, SESAC
Representative .....Friedenberg
Membership .....NAB
President, General Manager.....John T. Russ
Commercial Mgr.....Robert I. Kimel
Program Director.....Warren Greenwood
Chief Engineer.....Paul A. Hurd

WHYN

HOLYOKE—1941—MBS-YANKEE

Frequency: 1400 Kc. (C.P. 560).....Power: 250 Watts (C.P. 1000)
Owned-Oper. By...Hampden-Hampshire Corp.
Business Address.....180 High St.
Phone Number 8238-9
Studio Addresses..180 High St.; Canal S., So. Hadley Falls; 78 Main St., Northampton
Transmitter Location.....Canal St., So. Hadley Falls
Air Time .....Unlimited
News Service .....UP
Transcription Service..Lang-Worth, Standard
Representative .....Walker
Membership .....NAB, BMB
General-Station Mgr.....Charles N. DeRose
Commercial Manager.....Patrick J. Montague
Publicity Dir.....T. C. Nelson
Program Dir.....John Vondell
Chief Operator.....Jack Paley
Farm Editor.....Jerry Forbes

WCCM

LAWRENCE—1947

Frequency: 800 Kc..... Power: 1000 Watts d.
Owned-Oper. By.....The Lawrence Bcstg. Co.
Business Address.....54 Essex St.
Phone Number..Lawrence 3-7171, Lowell 6359
Studio Addresses..54 Essex St., 1 Kearney Sq., Lowell
Transmitter Location....Chandler Rd., Andover
Air Time .....Sunrise-sunset
News Service .....AP
Representative .....Colton
Pres., Gen. Sta. Mgr.....George H. Jaspert
General Manager.....Gordon S. Ley
Sales Prom. Mgr.....Thomas C. May, Jr.
Commercial Manager.....William C. Engel
Program Dir.....B. Serwin

WLAW

LAWRENCE—1937—ABC-NEMM

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Hildreth & Rogers Co.
Business-Studio Address.....278 Essex St.
Phone Number.....Lawrence 4107
Transmitter Location .....Burlington
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Standard
Representative.....Paul H. Raymer
Membership .....NAB, BMB
Pres., Gen. Mgr.....Irving E. Rogers
Station Mgr.....Albert E. Foster
Regional Sales Mgr.....Nona Kirby
Sales Mgr.....David M. Kimel
Program Dir.....Frederick P. Laffey
Publicity Director.....Fred A. Sullivan
Chief Announcer.....Richard T. Hickox
Chief Engineer.....George A. Hinckley

WLLH

LOWELL-LAWRENCE—1934
MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Merrimac Bcstg. Co., Inc.
Address.....39 Kearney Sq.
Phone Number 8715
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
President .....Gerald Harrison
Vice-President.....Carl S. Wheeler
Station Manager.....Dana W. Fitzgerald
Commercial Manager.....Haskell Bloomberg
Prog. Dir., Chief Announcer.....Tom Clayton
Chief Engineer.....A. G. Michaels

WLYN

LYNN—1946

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By....Puritan Bcst. Service, Inc.
Business-Studio Address.....7 Willow St.
Phone Number.....LY. 5-6200
Transmitter Location.....Fox Hill Bridge
Air Time.....6:45 a.m.-Sunset
News Service .....UP
Transcription Service.....Associated, SESAC
Representative .....Bannan
Pres., Gen. Mgr.....Theodore Feinstein
Station Mgr.....Cyril Morgan
Commercial Mgr.....Kenneth Strong
Dir. of Sta. Operations....Winslow Bettinson
Production Dir.....Ethel Adams
Publicity Dir.....Margaret Kimball Herlihey
Musical Dir.....Harry Freeman
Chief Engineer.....John W. Parker

WNBH

NEW BEDFORD—1921—MBS YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Bristol Bcstg. Co., Inc.
Business-Studio Address.....588 Pleasant St.
Phone Number 8-5228
Transmitter Location..Crow Island, New Bedford Harbor, Fairhaven
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Associated
Representative....Walker Co., Bertha Bannan
Membership .....NAB, BMB
Vice-President .....Basil Brewer
Station Manager.....James M. Patt
Commercial Manager.....Theodore M. Healy
Sales Promotion Manager,
Publicity Director.....Gerald L. Staten
Program Director.....Edward Boghosian
Chief Engineer.....Z. V. Grobowski

WMNB

NORTH ADAMS—1947

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By..Northern Berkshire Bcstg. Co.
Bus.-Studio-Transmitter Address...466 Curran
Phone Number 1230
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative .....Grant
Membership .....NAB
Part Owner, Gen., Sta. Mgr.
J. Gordon Keyworth
Commercial Rep.....Richard J. O'Brien
Program, Prod. Mgr.....Benjamin A. Hubley
Chief Technician.....William B. Dailey
Farm Editor.....Wm. Hickey

WNAW

NORTH ADAMS—1949

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....N. W. Welch
Business Address.....20 State St.
Phone Number 860-1
Studio Address.....Hotel Wellington
Transmitter Location.....Curran Hway.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Standard, Capitol
Representative.....Joseph Hershey McGillvra
Owner.....N. W. Welch
Station Manager.....R. F. Bryar

WBEC

PITTSFIELD—1947—ABC-UBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Western Mass. Bcstg. Co.
Business-Studio Address.....30 Eagle St.
Phone Number 8292
Transmitter Location.....30 Eagle St.
Air Time.....6:45 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Everett-McKinney, Kettell-Carter
Membership .....NAB
President.....Donald B. Miller
Gen., Sta., Comm. Mgr....W. Wendell Budrow
Pgm., Prod. Dir.....Maurice J. McGarry
Chief Engineer.....Walton Ayer
Farm Editor.....Edward Farrell, Jr.

WBRK

PITTSFIELD—1938—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Greylock Bcstg. Co.
Business-Studio Address.....8 Bank Row
Phone Number 2-1553
Transmitter Location.....100 East St.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Walker
Membership .....NAB
President .....Leon Podolsky
General Manager.....John T. Parsons
Commercial Manager.....Walter Kearsey
Program Director.....Daniel Healy
Promotion Manager.....Richard Bolander
Chief Engineer.....Leonard Lavendol

WJDA

QUINCY—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By...South Shore Bcstg. Co., Inc.
Business-Studio Address.....29 Brackett St.
Phone Number.....Mayflower 9-1300
Transmitter Location .....Germantown
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....World
President, Station Mgr.....Joseph H. Tobin
Comm.-Sales Prom. Mgr.....James D. Asher

WESX

SALEM—1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....North Shore Bcstg. Co.
Business-Studio Address..49-53 Washington St.
Phone Number 5670
Transmitter.....Naugus Head, Marblehead
Air Time .....Unlimited
Pres., Treas.....Charles W. Phelan
Manager.....Edmund L. Phelan
Commercial Manager.....Robert Rogers

WMAS

SPRINGFIELD—1932—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS, Inc.
Business-Studio Address.....1757 Main St.
Phone Number.....Springfield 7-1414
Transmitter Location.....Pynchon Pk.
Air Time.....6:30 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....Associated
Representative.....Edward Petry
Membership.....NAB
President.....Gerald Harrison
Sales Prom., Sta. Mgr.....Robert Donahue
Commercial Manager.....Robert Feldman
Program Director.....Turner Cooke
Publicity Director.....Paul Peltier
Chief Engineer.....John Michnovez

WSFL

SPRINGFIELD—1948

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Operated By....Springfield Bcstg. Co.
Address.....137½ State St.
Phone Number.....2-7488
Air Time.....Unlimited
News Service.....UP, Transradio
Transcription Service.....World
President.....G. A. Askinas
Program Director.....C. M. Manitsas
Comm. Mgr., Chief Engr....Earle G. Hewinson
Promotion Mgr.....Paul-Rogers

WSPR

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....WSPR, Inc.
Business.....WSPR Bldg., 63 Chestnut St.
Phone Number....Springfield 6-2757-8, 6-4218
Transmitter Location...Union St. & Palmer Ave.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....George P. Hollingbery
Membership.....NAB
Pres., Gen., Sta. Mgr.....Quincy A. Brackett
V.P., Comm. Mgr.....Milton W. Stoughton
Sales Manager.....William H. Burleigh
Sales Prom. Mgr., Pub. Dir...Howard S. Keefe
Prog.-Prod. Director.....Wayne H. Latham
Chief Announcer.....Robert L. Jones
Chief Engineer.....George Townsend

WCRB

WALTHAM—1948

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Charles River Bcstg. Co.
Business-Studio Address.....4 Gordon St.
Phone Number.....Wa 5-7080
Transmitter Location.....South St.
Air Time.....Daytime
News Service.....UP
Transcripiton Service.....Lang-Worth
Representative.....Bannan
President.....Richard C. O'Hare
General Manager.....Deuel Richardson
Station Manager.....Theodore Jones
Commercial Manager.....J. F. McArdle
Program Director.....Wm. Sherman
Publicity Director...Harold P. Richardson, Jr.
Chief Engineer.....J. H. Bonney

WARE

WARE—1948

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Donald W. Howe
Business-Studio Address.....East St.
Phone Number.....23
Transmitter Location..Atop Coy's Hill, Warren
Air Time.....Daytime
News Service.....AP
Transcription Service.....Associated
Membership.....NAB
Owner.....Donald W. Howe
General-Comm. Mgr.....Ansel E. Gridley
Program Director.....Tom Colton
Chief Engineer.....Fred Joslin

WTXL

WEST SPRINGFIELD—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Telecolor Corp.
Address.....34 Sylvan St.
Phone Number.....9-4768
Air Time.....Unlimited
News Service.....INS
Transcription Service.....Capitol
Representative.....Cooke
Pres., Gen., Prom. Mgr.....L. A. Reilly
Commercial Mgr.....A. W. Milne
Pgm. Dir., Chief Engr.....J. L. Spates

WOCB

WEST YARMOUTH—1944
MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Bristol Bcstg. Co., Inc.
Address.....South Sea Ave.
Phone Number.....Hyannis 502
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....Walker, Bertha Bannan
Vice-President, Treasurer.....Basil Brewer
Station Mgr.....David J. Shurtleff
Program Director.....Michael Graham
Chief Engineer.....Stanley S. Emery

WAAB

WORCESTER—1931—MBS-YANKEE

Frequency: 1440 Kc.....Power: 5000 Watts
Owned By.....Yankee Network, Inc.
Operated By.....Radio Enterprises, Inc.
Business-Studio Address.....34 Mechanics St.
Phone Number 2-5611
Transmitter Location .....Holden
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Ra-Tel
President .....John Baybutt
Gen., Comm. Mgr.....Raymond Brown, Jr.
Program Director.....W. Eccles Huff
Chief Engineer.....Norman Ogg

WNEB

WORCESTER—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....New England Bcstg. Co.
Address.....Park Bldg., 507 Main St.
Phone Number 6-4672
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Bolling, Kettell-Carter
President.....Paul C. Lytle
General Manager.....John J. Hurley
Commercial Mgr.....Edward T. McCann, Jr.
Program Dir.....John F. Morse
Musical Director.....Robert F. Bilske
Chief Engineer.....Vernon P. Wilson

WORC

WORCESTER—1925—ABC

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By.....Alfred F. Kleindienst
Business-Studio Address.....65 Elm St.
Phone Number 5-3101
Transmitter Location..Pachachoag St., Auburn
Air Time.....7 a.m.-M.
News Service .....INS
Transcription Service .....Lang-Worth
Representative .....Weed
Membership .....NAB
Chief Owner.....A. F. Kleindienst
Dir., Comm. Mgr.....M. P. Stanton

WTAG

WORCESTER—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WTAG, Inc.
Business-Studio Address.....18 Franklin St.
Phone Number 5-4321
Transmitter Location..Shrewsbury St., Holden
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Associated
Representative.....Paul H. Raymer
Membership .....NAB, BMB
Executive V.P.....E. E. Hill
Vice-Pres., Gen. Mgr.....Robert W. Booth
Commercial Manager.....Herbert L. Krueger
Program Director.....A. J. Brissette
Publicity Director.....A. C. Fuller
Chief Engineer.....E. A. Browning
Farm Editor.....H. Sidney Vaughn

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Starting new things in Detroit is nothing new with WWJ-The Detroit News . . . first AM station in 1920, first FM station in 1940, and first with TV in 1946.

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WWJ-TV

NBC Television Network

MICHIGAN

Estimated Population 6,352,200—Increase +20.8%—Radio Homes 1,778,000
Radio Families—1,808,000—Stations in State 58

WABJ

ADRIAN—1946

Frequency: 1500 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Radio Station WABJ
Address.....2982 Tread Rd.
Phone Number 9000-1
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Representative .....Ra-Tel
Membership .....NAB
President.....James Gerity, Jr.
Manager.....O. William Myers
Commercial Manager.....Harley West
Chief Announcer.....Bruce Gilmore
Chief Engineer.....Elwood Brown

WFYC

ALMA—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Alma Bcstg. Co.
Business-Studio Address.....480 Gratiot St.
Phone Number 95
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
President .....Reid Brazell
V.P., Gen. Mgr.....William B. Ogden
Asst. Gen. Mgr., Chief Engr.....R. A. Plank
Program Dir.....Chester Waddell

WATZ

ALPENA—1946
MBS-KBS-PAUL BUNYAN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Business Address .....Alpena
Phone Number 1049
Studio-Transmitter Location.....M-32 West
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Representative .....Hal Holman
Membership .....BMB
President .....Les Biederman
General Manager.....Drew McClay
Chief Engineer.....William Kiker

WHRV

ANN ARBOR—1947—ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Huron Valley Bcstg., Inc.
Business Address.....Box 608
Phone Number 2-4573
Studio-Trans. Location.....4230 Packard Rd.
Air Time.....6 a.m.-2 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Forjoe
Membership .....NAB
President.....J. F. Hopkins
Gen., Sta., Comm. Mgr.....Douglas Campbell
Program Dir.....Amy H. Wilcox
Production Dir.....John Fitzgerald
Chief Announcer.....Claire Linn
Chief Engineer.....James Allen

WPAG

ANN ARBOR—1945

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By...Washtenaw Bcstg. Co.
Bus.-Studio Address....3rd Floor, Hutzel Bldg.
Phone Number 2-5517
Transmitter Location.....1795 So. Maple Rd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Standard
Representative .....Hal Holman
Membership .....NAB, FMA
President.....Arthur E. Greene
Gen., Sta. Mgr.....Edward F. Baughn
Commercial Manager.....Ted Turner
Program Director.....Pat Quinn
Chief Engineer.....George D. Stearns
Farm Editor.....Howard E. Heath

WBCK

BATTLE CREEK—1948—MBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Michigan Bcstg. Co.
Business-Studio Address....402 Security Natl. Bank Bldg.
Phone Number 3-55-55
Transmitter Location.....Golden Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Associated, Capitol
Representative .....Ra-Tel
Membership .....BMB
Pres., Gen.-Sta.-Comm. Mgr...Robert H. Holmes
Local Sales Manager.....F. K. Doyle
Sales Prom. Mgr., Pgm. Dir...Adrian R. Cooper
Production Dir.....Gene Cahill
Publicity Director.....Molly Sue Doran
Chief Announcer.....Don Callen
Chief Engineer.....Arris J. Geranis

WELL

BATTLE CREEK—1925—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Federated Publications, Inc.

50,000 WATTS!

Middle of the Dial, 800 kc.

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★

Covering a 17,000,000 Population Area in 5 States

★

CKLW

Guardian Building, Detroit 26

★

National Rep., Adam J. Young, Jr., Inc.

Bus.-Studio-Transmitter Address.....Michigan National Bank Bldg.
Phone Number 5655
Air Time .....Unlimited
News Service .....AP
Transcription Service...Standard, Lang-Worth
Representative .....Bolling
Membership .....NAB, BMB
General-Station Manager.....Dan E. Jayne
Commercial Manager.....E. P. Mills, Jr.
Program Director.....Forrest F. Owen
Chief Engineer.....Earl J. Stone

WBCM

BAY CITY—1928—ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Bay Bcstg. Co., Inc.
Business-Studio Address.....Wenonah Hotel
Phone Number 7551-2
Transmitter Address....Tuscola Rd., Hampton
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Lang-Worth, World
Representative.....George P. Hollingbery
Membership .....BMB, FMA
President.....Harley D. Peet
Gen.-Station-Comm. Mgr.....Hugh A Giesel
Program Director.....Charles E. Anthony
Musical Director.....Lionel H. DeRemer
Chief Engineer.....Ralph H. Carpenter
Farm Editor.....G. Edward Vallender

WGRO

BAY CITY—1949

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Griner-Dillon Bcstg. Co.
Address.....920 N. Waters St.
Phone Number 3-1260
Air Time .....Daytime
News Service .....INS
Transcription Service .....Capitol
Representative.....Sears & Ayer
Pres., Gen. Mgr.....Gail D. Griner
Comm. Mgr., Chief Engr.....Edward T. Dillon
Program Dir.....Gerry Lansing

WHFB

BENTON HARBOR—1947

Frequency: 1060 Kc.....Power: 1000 Watts d.
Owned-Oper. By....The Palladium Publishing Co.
Address .....Fairplain Ave.
Phone Number 5-2113
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service.....Lang-Worth, Capitol
Representative .....Hal Holman
Membership .....NAB
President.....Stanley R. Banyon
Gen., Sta. Mgr.....Jacob P. Scherer
Commercial Manager.....Virginia Allen
Program Director.....Phil Molloy
Chief Announcer.....John Pershing Chase
Musical Director.....Lee Lockwood
Chief Engineer.....Munson U. Robinson

WATT

CADILLAC—1945
MBS-KBS-BUNYAN-WOLVERINE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Midwestern Bcstg. Co.
Business-Studio Address .....Cadillac
Phone Number 1270
News Service .....AP
Transcription Service.....SESAC, KBS
Representative .....Hal Holman
General Manager.....Les Biederman

WTVB

COLDWATER—1949

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.Twin Valley Bcstrs., Inc.
Address .....Box 32
Phone Number 1230
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Associated, Cole
President.....James W. Wilson
Sta., Mgr., Chief Engr.....E. Harold Munn, Jr.
Sales Manager.....A. K. Walkup
Program Director.....Richard W. Lee

WKMH

DEARBORN—1946

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By.....WKMH, Inc.
Business-Studio Address.....WKMH Bldg.
Phone Number.....Logan 2-4000
Transmitter...Detroit Industrial Express Hway.
Air Time.....6 a.m.-1 a.m.
News Service.....INS, UP
Transcription Service .....Lang-Worth
Representative .....Weed
Membership .....NAB
President, General Manager.....Fred A. Knorr
Comm.-Sales Prom. Mgr.....Walter Patterson
Program Director.....Frank Sims
Publicity Director.....Pat Hobar
Chief Engineer.....Jerrold Martin
Farm Editor.....Terry Washburn

CKLW

DETROIT-WINDSOR—1932
MBS-CBC-TRANS-CANADA
DOMINION SUPP

Frequency: 800 Kc.....Power: 50,000 Watts
Owned-Oper. By..Western Ontario Bcstg. Co., Ltd., Essex Bcstrs., Inc.

Fir

IN



FREE SPEECH
MIKE

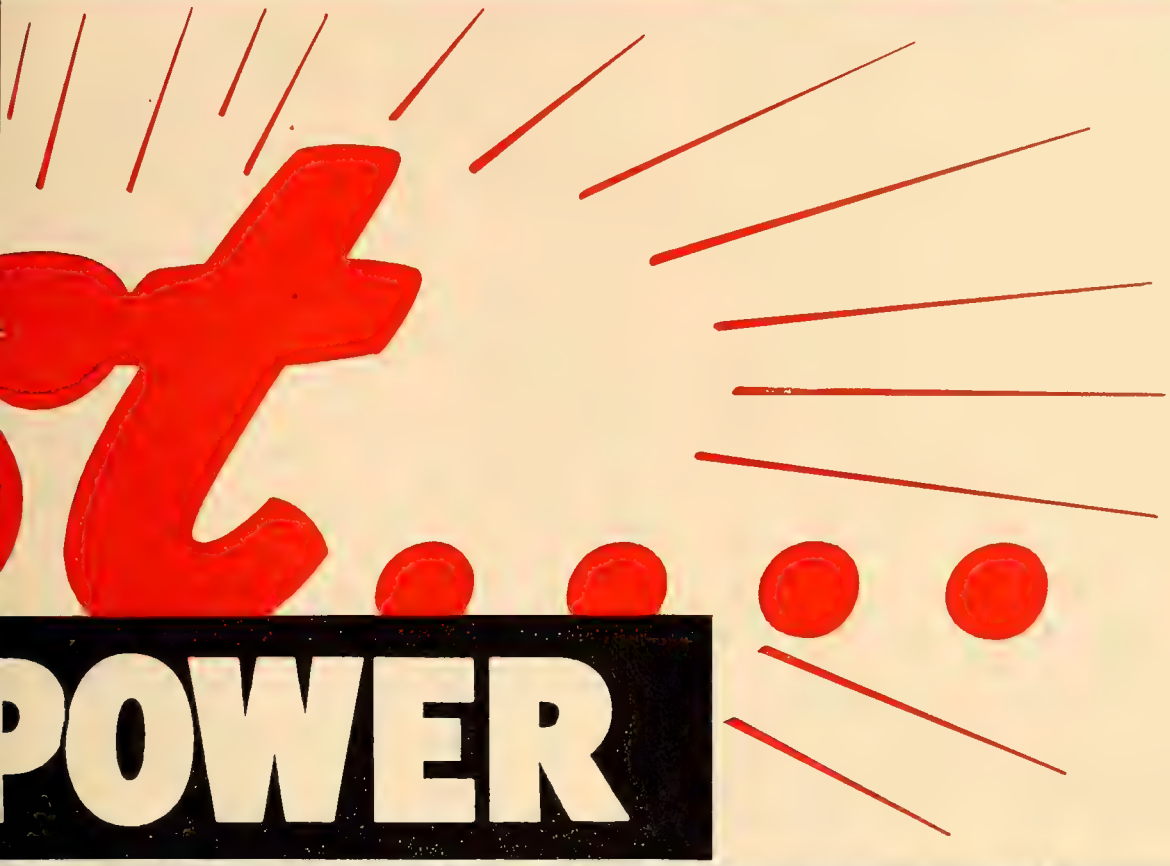
Radio—America's Greatest Advertising Medium

WJR

CBS

50,000 WATTS

REPRESENTED BY PETRY



POWER
and RESULTS



MICHIGAN'S GREATEST ADVERTISING MEDIUM

THE GOODWILL STATION INC.

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hairman of the Board

FISHER BLDG., DETROIT

HARRY WISMER
Vice President and General Manager

first...

IN POWER

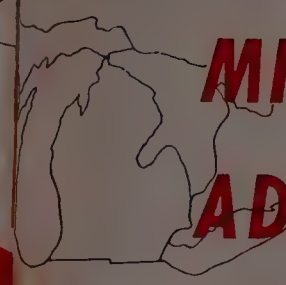
and RESULTS



FREE SPEECH MIKE

Radio—America's Greatest Advertising Medium

WJR



MICHIGAN'S GREATEST ADVERTISING MEDIUM

CBS

50,000 WATTS

REPRESENTED BY PETRY

THE GOODWILL STATION INC.

G. A. RICHARDS
Chairman of the Board

FISHER BLDG., DETROIT

HARRY WISMER
Vice President and General Manager

Business Address..3300 Guardian Bldg., Det.
Phone Number.....Woodward 1-7200
Studio Address..Canada Trust Bldg., Windsor
Transmitter Location.....Harrow, Ont.
Air Time.....5:30 a.m.-4 a.m.
News Service.....INS, UP, PN
Transcription Service.....Standard, World
Representative.....H. N. Stovin, Adam J. Young, Jr.
Membership.....NAB, BMB
President, General Mgr.....J. E. Campeau
Sta. Mgr., Chief Engr.....W. J. Carter
Commercial Manager.....E. Wilson Wardell
Sales Prom. Mgr.....Art Gloster
Pgm., Prod. Dir.....S. Campbell Ritchie
Publicity Director.....H. Arthur Laing
Chief Announcer.....John Gordon
Musical Director.....Wally Townsend
Farm Editor.....Austin Grant

WJBK

DETROIT—1925—WOLVERINE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Fort Industry Co.
Business-Studio Address.....500 Temple Ave.
Phone Number.....TEmple 3-7900
Transmitter Location...15555 Woodrow Wilson
Air Time.....6 a.m.-2 a.m.
News Service.....AP, UP
Representative.....Katz Agency
Membership.....NAB
President.....George B. Storer
Gen., Comm. Mgr.....Richard E. Jones
Program Director.....Hal Hough
Promotion Director.....Joyce Chapman
Chief Announcer.....Earl Hayes
Musical Director.....Sally Cooper
Chief Engineer.....Paul Frincke

WJLB

DETROIT—1924

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Booth Radio Stations, Inc.
Business Address.....600 Buhl Bldg.
Phone Number.....WOodward 2-0220
Studio Address...3100 David Broderick Tower
Transmitter Location.....375 Midland Ave. Highland Park
Air Time.....24 Hrs.
News Service.....AP
Transcription Service.....Capitol, World
Representative.....Forjoe
President, Gen.-Station Mgr.....John L. Booth
Commercial Manager.....Eric V. Hay
Sales Prom. Mgr.....W. J. Jory
Program Director.....George Kendall
Chief Announcer.....R. L. Mabry
Chief Engineer.....Edward H. Clark

WJR

DETROIT—1927—CBS

Frequency: 760 Kc.....Power: 50,000 Watts
Owned-Oper...WJR, The Goodwill Station, Inc.
Business-Studio Address.....2100 Fisher Bldg.
Phone Number.....TRinity 5-4440
Transmitter Location.....Trenton
Air Time.....24 Hrs.
News Service.....AP, INS, UP
Transcription Service.....Lang-Worth, Thesaurus, Associated
Representative.....Edward Petry
Membership.....NAB
Asst. to Pres., Gen. Mgr.....Harry Wismer
Asst. Gen. Mgr.....Worth Kramer
Commercial Manager.....Arch Shawd
Sales Promotion Manager....James H. Quello
Program Director.....Franklin C. Mitchell
Production Director.....Norman L. White
Education & Public Relations.....Mark Haas
Chief Announcer.....Ron Gamble
Musical Director.....Paul LaVoie
V.P. in Chg. Engineering.....G. F. Leydorf
Farm Editor.....Marshall Wells
V.P. in Chg. News.....George W. Cushing

(See Pages 474 and 475)

WWJ

DETROIT—1920—NBC

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By.....Evening News Assn.
Business-Studio Addres.....622 W. Lafayette
Phone Number.....WOodward 2-2000
Transmitter Location.....Oak Park
Air Time.....5:30 a.m.-2 a.m.
News Service.....UP
Transcription Service...Standard, Lang-Worth
Representative.....George P. Hollingbery
President.....W. E. Scripps
Gen., Sta. Mgr.....Harry Bannister
Gen. Sales Mgr.....Willard E. Walbridge
Gen. Pgm. Mgr.....Melvin C. Wissman
Program Mgr.....Jack Hill
Publicity Director.....William E. Lane
Musical Director.....Mischa Kottler
Gen. Engr. Mgr.....E. J. Love
Farm Editor.....John Merrifield

(See Page 470)

WXYZ

DETROIT—1925—ABC-MRN

Frequency: 1270 Kc.....Power: 5000 Watts
Owned By.....American Bcstg. Co.
Operated By.....WXYZ, Inc.
Business Address.....1700 Stroh Bldg.
Phone Number.....CHerry 8321
Studio Address.....8415 E. Jefferson Ave.
Transmitter Location....Joy Rd. & Greenfield
News Service.....INS, UP
Transcription Service.....World, Lang-Worth

Membership .....NAB, BMB
General Manager.....James G. Riddell
Commercial Manager.....Harold Christian
Sales Promotion Mgr.....Dean Linger
Program Director.....Jack McCarthy
Musical Director.....Phil Brestoff
Chief Engineer.....Charles Kotcher

WDBC

ESCANABA—1941—MBS

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Operated By.....Delta Bcstg. Co.
Business-Studio Address.....Lud. & First Sts.
Phone Number 3190-1
Transmitter Location.....Ski Hill Rd.
Air Time.....6:30 a.m.-M.
News Service .....UP
Representative .....Walker
President.....John P. Norton
Gen., Sta., Comm. Mgr..George D. Lindenthal
Pgm., Prod. Dir.....Anthony Flynn
Musical Director.....George Jaap, Jr.
Chief Engineer.....Jack W. Foster

WBBC

FLINT—1947—MBS

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By..Booth Radio & TV Stations,
Business-Studio Address....112 W. Water St.
Phone Number.....Detroit, Woodward 2-0220; Flint, 9-8686
Transmitter Location.....3076, Bristol Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Forjoe
President.....John Lord Booth
Gen., Sta. Mgr.....W. Eldon Garner
Asst. Comm., Sales Prom. Mgr. Francis Wiggins
Program Dir.....Jerry Schroeder
Chief Announcer.....Willard Lamb
Chief Engineer.....G. Elwood Ryan

WFDF

FLINT—1922—ABC-MRN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....The Trebit Corp.
Bus.-Studio Address....Mott Foundation Bldg.
Phone Number 2-7158
Transmitter Location.....Bristol & Howe Rds., Burton Township
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, Thesaurus, Lang-Worth
Representative .....Katz

MICHIGAN

WHY IS AP THE BEST?

BECAUSE—AP is more experienced than any other news service . . . more than 100 years collecting and distributing news.

MICHIGAN ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

President: F. Granger Weil—WTTH, Port Huron
First Vice-President: Bayliss Corbett—WFDF, Flint
Second Vice-President: Bob Geerdes—WFUR, Grand Rapids
Third Vice-President: Lester M. Biederman—WTCM, Traverse City
Secretary: Ray J. Keiser—AP Chief of Bureau, Detroit

MICHIGAN

Membership .....NAB, BMB
President.....Harry M. Bitner, Sr.
General Mgr.....Lester W. Lindow
Sales Prom. Mgr.....Marvin Levey
Program Dir.....Elmer A. Knopf
Publicity Dir.....James Rash
Chief Announcer.....Ted Taylor
Musical Director.....Billy Geyer
Chief Engineer.....Frank D. Fallain

WMRP

FLINT—1946—KBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By..Methodist Radio Parish, Inc.
Business-Studio Address.....573 Mary St.
Phone Number 3-5112
Transmitter Location.....3217 Lapeer Rd.
Air Time .....Daytime
Transcription Service.....Standard, SESAC
President.....Daniel M. Robins
General Manager.....William H. Morford
Chief Engineer.....Homer Blume ich

WTAC

FLINT—1946—NBC

Frequency: 600 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Trendle-Campbell Bcstg. Corp.
Business-Studio Address....740 S. Saginaw St.
Phone Number.....Flint 2-1136
Transmitter Location.....6171 Center Rd., Grand Blanc
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
Membership .....BMB
President.....George W. Trendle
General Mgr.....H. Allen Campbell
Sta., Comm. Mgr.....J. R. McKinley
Program Dir.....Laurence Arnold
Musical Director.....Max Henderson
Chief Engineer.....Darrell Jones

WWOK

FLINT—1947

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By...Cooperative Radio Co.
Business Address.....432 N. Saginaw St.
Phone Number 4-1691
Transmitter Location.....3338 E. Briston Rd.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Capitol
Representative .....Burn-Smith
President.....Herbert L. Crate
Gen., Comm. Mgr.....Douglas Woody
Pam. Dir., Prom. Mgr.....Pat Chamburs
Chief Engineer.....Ed Forsyth

WFUR

GRAND RAPIDS—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Furniture City Bcstg. Corp.
Business-Studio Address..430 Federal Square Bldg.
Phone Number.....Gl. 6-9541
Transmitter Location..502 Garfield Ave., S.W.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Lang-Worth
Pres., Gen. Sta. Mgr...Simon W. Oppenhuizen
Sales Manager.....Arthur M. Swift
Program Director.....Bob Geerdes
Chief Engineer.....Jack Timmer
Farm Editor.....Harry Webster

WGRD

GRAND RAPIDS—1947

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Music Bcstg. Co.
Business-Studio Add...35 Lafayette Ave., N.E.
Phone Number 9-4111
Transmitter Location..1300 Plymouth Rd., N.E.
Air Time.....6:30 a.m.-local sunset
News Service .....AP
Transcription Service .....Standard
Representative.....Joseph Hershey McGillvra
Pres., Gen., Sta. Mgr.....Paul F. Eichhorn
Sales Prom. Mgr.....Joseph C. Hooker
Program Director.....Donald M. Mullen
Publicity Director.....Nadine M. Miller
Chief Announcer.....Robert Smith
Chief Engineer.....Richard Groenevelt

WJEF

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Fetzer Bcstg. Co.
Address .....Pantlind Hotel
Phone Number.....Glendale 6-8512
Air Time.....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Capitol
Representatve .....Avery-Knodel
Membershp .....NAB, BMB
Pres., Gen., Sta. Mgr.....John E. Fetzer
Production Manager.....John R. Speer
Program Director.....E. E. McKean
Comm., Sales Prom. Mgr....John W. O'Harrow
Local Sales Mgr., Pub. Dir....Wilmer S. Clark
Chief Announcer.....Nathan H. Bryant, Jr.
Chief Engineer.....Carl E. Lee
Farm Editor.....Carleton W. Collin
Dir. Pub. Affairs.....Dr. W. F. Dunbar

WLAV

GRAND RAPIDS—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Leonard A. Versluis

Address.....6 Fountain St., N.E.
Phone Number.....GLendale 6-5461
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative.....John E. Pearson
Membership .....BMB, FMA
Owner.....Leonard A. Versluis
General-Commercial Mgr.....Hy M. Steed
Sales Promotion Manager.....D. D. Knight
Program Dir.....Kay Steed
Musical Director.....Howard Slootmaker
Chief Engineer.....Lee Stevens

WOOD

GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Grandwood Bcstg. Co.
Business-Studio Address..1408 Grand Rapids Natl. Bank Bldg.
Phone Number 9-4211
Transmitter Location.....633 — 60th St.
Air Time.....6:30 a.m.-2 a.m.
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative .....Katz Agency
Membership .....BMB
V.P., Sup. Dir.....Harry M. Bitner, Jr.
Gen., Sta. Mgr.....Stanley W. Barnett
Controller.....Melvin C. Green
Commercial Manager.....Walter A. Bass
Publicity Director.....Lenore Little
Program-Production Director.....Sandy Meek
Chief Engineer.....Fred Russell

WHTC

HOLLAND—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Holland Bcstg. Co.
Business-Studio Address.....5 E. Eighth St.
Phone Number 6-6610
Transmitter Location.....4th & Central
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Lang-Worth
Representative .....Grant
Membership .....NAB
President, Chief Engineer..Millard C. Westrate
Gen., Sta. Mgr.....Paul W. Nesper
Commercial Manager.....Kenneth Welch
Program Director.....Willard C. Wichers

WHDF

HOUGHTON-CALUMET—1929—MBS
KBS-PBN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Upper Michigan Bcstg. Co.
Business-Studio Address.....Douglass House, Houghton; 515 Scott St., Calumet
Phone Number.....Houghton, 1; Calumet, 869
Transmitter Location .....Hancock
Air Time.....7 a.m.-11:15 p.m.
Transcription Service .....World
Representative .....Walker
Membership .....NAB
Chief Owner.....G. L. Burgan
General Manager.....Albert W. Payne
Sales Prom. Mgr.....Peter J. Fausone
Prog. Dir., Chief Announcer.....Earl Norden
Technical Supervisor.....George L. Burgan

WMIQ

IRON MOUNTAIN—1947
ABC-NORTHERN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Iron Mountain-Kingsford Bcstg. Co.
Business-Studio Address..211 E. Ludington St.
Phone Number 2031-2
Transmitter Location.....Pewabic Hill
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Capitol
Membership .....BMB
President.....Frank J. Russell
General Manager.....Russell J. Staffeld
Sta., Comm. Mgr.....William C. Johnson
Sales Promotion Manager.....John S. Wallis
Program Director.....Merv Baldrica
Prod., Pub. Dir.....Frank J. Thibert
Chief Engineer.....Paul F. Anick

WIKB

IRON RIVER—1949—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WIKB, Inc.
Business-Studio Address.....Iron River Natl. Bank Bldg.
Phone Number 102
Transmitter Location .....Caspian
Air Time.....6:25 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Walker
Membership .....NAB
President.....William L. Johnson
V.P., General Manager.....J. W. Huss
Station Manager.....James Kauper
Commercial Manager.....Gene Calahan
Program Director.....Bob Serenson
Chief Announcer.....Ralf Smith
Chief Engineer.....Eugene Kaari

WJMS

IRONWOOD—1931—MBS

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By..Upper Michigan-Wisconsin Bcstg. Co., Inc.
Business-Studio Address..124 E. McLeod Ave.
Phone Number 20-1
Transmitter Location.....Cary, Wis.

Air Time.....6:30 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....Walker
Membership.....NAB
President.....William L. Johnson
V.P., General Manager.....J. W. Huss
Station Manager.....Donald R. Hoover
Program Director.....Laura Johnson
Chief Announcer.....Tom Kelly
Chief Engineer.....Arne Dahlbacka

WJPD

ISHPEMING—1947—PBN-GOEBEL

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ishpeming Bcstg. Co.
Business-Studio Address.....Jenks Block
Phone Number.....1892
Transmitter Location.....Hway. 41
Air Time.....7 a.m.-10:30 p.m.
News Service.....AP
Transcription Service.....Lang-Worth
Pres., Gen., Sta. Mgr.....J. P. Deegan
Pgm. Dir., Chief Anncr.....Paul C. Crowley
Production Director.....Carl B. Tupala
Musical Director.....Howard E. Swanson
Chief Engineer.....Bernard R. Maloney

WIBM

JACKSON—1927—ABC-MICHIGAN

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....WIBM, Inc.
Address.....2511 Kibby Rd.
Phone Number.....6121
Air Time.....6:30 a.m.-M.
Representative.....Hal Holman
President.....Herman Radner
General Manager.....Roy Radner
Station-Commercial Manager....William Cizek
Prog. Dir., Chief Announcer..Jack Underwood
Sales Prom. Mgr.....Don Washbish
Chief Engineer.....Charles Wirtanen
Farm Editor.....S. J. Culver

WGFG

KALAMAZOO—1947—ABC

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Southwestern Michigan Bcstg. Co.
Business-Studio Address...State Theatre Bldg.
Phone Number.....4-0111
Transmitter Location.....4154 Jennings Dr.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Standard
Representative.....Robert Meeker
Pres., Gen.-Comm. Mgr.....Harold F. Gross
Station Manager.....Irene A. Ginther
Program Director.....W. A. Anderson
Chief Engineer.....Carl E. Stephens
Farm Editor.....Hal Cessna

WKZO

KALAMAZOO—1923—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Fetzer Bcstg. Co.
Business Address.....124 W. Michigan Ave.
Phone Number.....3-1223
Studio Address.....Burdick Hotel
Transmitter Location....Route 2, Richards Dr.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Capitol
Representative.....Avery-Knodel
Membership.....NAB, BMB
President, Gen.-Station Mgr.....John E. Fetzer
Comm.-Sales Prom. Mgr....John W. O'Harrow
Program-Production Dir....Edward E. McKean
Publicity Director.....Richard Kishpaugh
Chief Announcer.....Otis T. Gaston
Chief Engineer.....Carl E. Lee
Farm Editor.....Carleton W. Collin
Dir. Pub. Affairs.....Dr. Willis F. Dunbar

WILS

LANSING—1946—MBS
WOLVERINE

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Lansing Bcstg. Co.
Bus.-Studio Address....407-11 N. Washington Ave.
Phone Number.....2-1655
Transmitter Location.....East Mt. Hope Rd.
Air Time.....6 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Rambeau
Pres., Gen.-Sta. Mgr.....W. A. Pomeroy
Comm. Mgr., Chief Engr.....John C. Pomeroy
Sales Prom. Mgr., Publ. Dir.....M. Moran
Pgm., Prod. Dir.....Alex Dillingham
Chief Announcer.....David Froh
Musical Director.....Chet Bear
Farm Editor.....Hal Greenberg

WJIM

LANSING—1934—ABC-MRN

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....WJIM, Inc.
Operated By.....Harold F. Gross
Bus.-Studio-Transmitter Address.....Bank of Lansing Bldg.
Phone Number.....2-1333-4-5
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World, Standard
Representative.....Robert Meeker
Membership.....NAB
Pres., Gen.-Sta.-Comm. Mgr...Harold F. Gross
Program-Production Director..Howard K. Finch
Musical Director.....Robert Clayton

WKLA

LUDINGTON—1944—ABC-KBS-MRN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ludington Bcstg. Co.
Address.....204 E. Ludington Ave.
Phone Number 842
Air Time.....8 a.m.-10 p.m.
Studio-Transmitter Address..204 E. Ludington Ave.
News Service .....UP
Transcription Service .....Keystone
Representative .....Burn-Smith
Membership .....NAB
Pres., Gen., Sta. Mgr.....A. L. Ashbacker
Commerical Mgr.....L. F. Mattes
Pgm., Prod., Pub. Dir.....Peter A. Mars
Chief Engineer.....John F. Petters

WDMJ

MARQUETTE—1941—MBS NORTHERN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Lake Superior Bcstg. Co., Inc.
Business-Studio Address....W. Washington St.
Phone Number 616-7
Transmitter Location.....Garfield & Bluff Sts.
Air Time.....6 a.m.-M.
Membership .....NAB, BMB
News Service .....UP
Transcription Service .....Capitol
President.....Frank J. Russell, Jr.
General Manager.....Leo G. Brott
Station Manager.....R. G. Ulbrich
Comm., Sales Prom. Mgr.....John Harvey
Program Director.....Eldon Wallace
Chief Anncr., Musical Dir.....Jon Dahl
Chief Engineer.....Gordon Brozek

WMDN

MIDLAND—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Rich Publ. House, Inc.
Address.....298 S. Swede Rd.
Phone Number 4000
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
President.....Phillip T. Rich
Secretary-Treasurer.....Gordon F. Phillips
Sta., Comm., Sales Prom. Mgr..
Spencer Dennison
Pgm., Prod., Pub. Dir.....Richard Fansler
Chief Engr., Farm Editor.....Peter A. Wolfe

WCEN

MT. PLEASANT—1949

Frequency: 1150 Kc.....Power: 500 Watts
Owned-Operated By.....Paul A. Brandt
Address.....112½ E. Broadway
Phone Number 3-3171
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
President.....Paul A. Brandt
Gen. Mgr., Chief Engr.....Walter Maxwell
Commercial Mgr.....J. L. Leet
Program Director.....R. Meskill

WKBZ

MUSKEGON—1926—ABC

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Oper. By.....Ashbacker Radio Corp.
Business-Studio Address.....432 Apple Ave.
Phone Number 2-6051
Transmitter Location.....Norton Township
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Pres., Gen., Sta. Mgr.....Grant F. Ashbacker
Program Director.....Robert Johnson
Production Director.....Paul Boles
Publicity Director.....B. L. Bennett
Musical Director.....F. Dollaway
Chief Engineer.....K. B. Pendleton
Farm Editor.....H. Kehlet

WMUS

MUSKEGON—1947

Frequency: 1090 Kc.....Power: 1000 Watts d.
Owned-Oper. Greater Muskegon Bcstrs., Inc.
Business-Studio Address.....1769 Peck St.
Phone Number 2-7608
Transmitter....4 Mi. E. Hway. 31 on Giles Rd.
Air Time .....Daytime
News Service .....AP, UP
Transcription Service.....Capitol, Associated
Representative .....Hal Holman
Pres., Gen., Sta. Mgr.....F. M. Van Campen
Commercial Mgr.....Henry Veenstra
Program Director.....Miles M. Olsen
Chief Engineer.....George Krivitzky

WOAP

OWOSSO—1948—GOEBEL

Frequency: 1080 Kc.....Power: 250 Watts d.
Owned-Operated By.....Argus Press Co.
Address.....2300 N. Shiawassee
Phone Number 980
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Representative.....Joseph Hershey McGillvra
President.....J. E. Campbell
General., Sta., Comm. Mgr.....H. M. Wirth
Pgm., Prod., Pub. Dir.....Merrill Walker
Musical Dir., Chief Engr.....M. Carson
Farm Editor.....J. Kinosky

WMBN

PETOSKEY—1946

MBS-KBS-BUNYAN-WOLVERINE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Business-Studio Address .....Petoskey
Gene.al Manager.....Les Biederman

WCAR

PONTIAC—1939

Frequency: 1130 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WCAR, Inc.
Address.....2146 S. Telegraph Rd.
Phone Number.....Federal 3-7141
Air Time.....Local sunrise-local sunset
News Service.....AP, INS
Transcription Service .....Standard
Representative.....John E. Pearson
President, General Mgr.....H. Y. Levinson

WHLS

PORT HURON—1938—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Port Huron Bcstg. Co.
Business-Studio Address.....932 Military St.
Phone Number 2-8536
Transmitter Location.....540 — 32nd St.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Lang-Worth, World
Representative .....Hal Holman
Membership .....NAB
Partners.....Harmon L. & Herman L. Stevens
General Manager.....Helen Nelson
Comm., Prom. Mgr.....R. J. McIntosh
Program Director.....Lyle Patterson
Chief Engineer.....Leslie Conant

WTTH

PORT HURON—1947

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Operated By.....Times Herald Co.
Business-Studio Address.....903 Sixth St.
Phone Number 5171
Transmitter Location.....3800 Dove Rd.
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service.....Standard, Capitol
Membership .....NAB
President.....Louis A. Weil
General Manager.....G. Granger Weil
Commercial Manager.....William Weil
Program Director.....Alice Anderson
Prod. Dir., Chief Announcer.....Phil Sanford
Chief Announcer.....Robert Thaw
Chief Engineer.....Marion Stoner

WHAK

ROGERS CITY—1949

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Operated By...Rogers City Bcstg. Co.
Address .....Moltke Dr.
Phone Number 175
Air Time .....Daytime
News Service .....UP
Transcription Service.....World, Lang-Worth
Pres., Gen. Mgr., Chief Engr..Harvey A. Klann
Commercial Manager.....Nichols Mazzei
Program Director.....H. E. Brege
Promotion Manager.....A. Klann

WEXL

ROYAL OAK—1923

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Royal Oak Bcstg. Co.
Business Address.....212 W. Sixth St.
Phone Number.....Jordan 4-6523-4
Studio Address..212 W. Sixth St., Royal Oak;
Transmitter Location....2201 Woodward Hts. Blvd., Ferndale
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service ...Standard, Associated
Representative .....Friedenberg
Membership .....NAB
President.....George B. Hartrick
General Manager.....Jacob B. Sparks
Sta.-Comm.-Sales Prom. Mgr....Calvert M. Hill
Pgm., Prod. Dir.....Gordon A. Sparks
Chief Anncr., Musical Dir.....John Harrison
Musical Director.....John Harrison
Chief Enaineer.....Garnet G. Sparks

WKNX

SAGINAW—1947

Frequency: 1210 Kc.....Power: 1000 Watts d.
Owned-Operated By....Lake Huron Bcstg. Co.
Bus.-Studio-Transmitter Address.....221 S. Washington Ave.
Phone Number 3-4471-2-3
Transmitter Location.....Farmer St.
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Hal Holman
Membership .....NAB, BMB
General-Station Manager.....O. J. Kelchner
Comm., Sales Prom. Mgr.....W. J. Edwards
Publicity Dir.....H. H. Wolfe
Pgm., Prod. Dir.....Ernest T. Guy
Chief Announcer.....Don Sherman
Musical Director.....James Hughes
Chief Engineer.....Max Thomas
Farm Editor.....Don Andrews

WSAM

SAGINAW—1940—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Saginaw Bcstg. Co.
Business-Studio Address.....Radio Bldg.
Phone Number 2-8161
Transmitter Location.....2000 Whittier St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed
Membership .....NAB, BMB
President, Gen. Mgr.....Milton L. Greenebaum
Assistant to General Mgr.....Phil Wood
Sales Manager.....Vincent Picard
Production Director.....Rob Downey
Engineering Director.....Meredith L. Koerner

WSOO

SAULT STE. MARIE—1940
ABC-NORTHERN

Frequency: 1230 Kc.....Power: 250 Watts d.; 100 Watts n.
Owned-Operated By..Hiawathaland Bcstg. Co.
Business-Studio Address..107 W. Portage Ave.
Phone Number 3000
Transmitter Location....Hway. No. 2, 5 Mi. S. of City
Air Time.....6:45 a.m.-M.
News Service .....AP
Transcription Service:....Lang-Worth, SESAC
Membership .....NAB, BMB
President, General Manager..Stanley R. Pratt
Sta., Comm. Mgr.....Richard Y. Burnett
Pgm. Dir., Farm Editor.....Ed Krieger
Publicity Director.....Margaret Fountaine
Musical Director.....Phil Ruskin
Chief Engineer.....William F. Morris

WTCM

TRAVERSE CITY—1941
MBS-KBS-BUNYAN-WOLVERINE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Business-Studio Address....Paul Bunyan Bldg.
Phone Number 2700
General Mgr.....Les Biederman

NOW THAT YOU CAN
HAVE THE BEST, WHY
BE SATISFIED WITH LESS

AP

SILENT CAL STARTED THE NORTHWEST'S BIGGEST VOICE



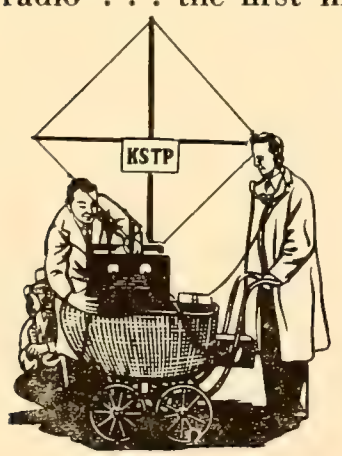
In 1928 President Calvin Coolidge touched a golden key at the White House that put KSTP on the air. In December of 1928 KSTP joined N.B.C. and Northwestern listeners enjoyed the popular Ipana Troubadors, Sieberling Singers and Amos 'n Andy. KSTP maintained its own 25 piece orchestra, too.

In these 22 years KSTP has come a long way, scoring many national and regional "firsts" in the development of broadcasting.

In 1930, KSTP designed the nation's first shortwave mobile unit. In 1932 KSTP offered its listeners the first *complete* election coverage, and in 1933 introduced the first motor mobile unit. KSTP was the first station in the country to create a special full-time news bureau for the sole purpose of gathering and disseminating news for radio . . . the first in the Northwest to win a variety showmanship plaque.

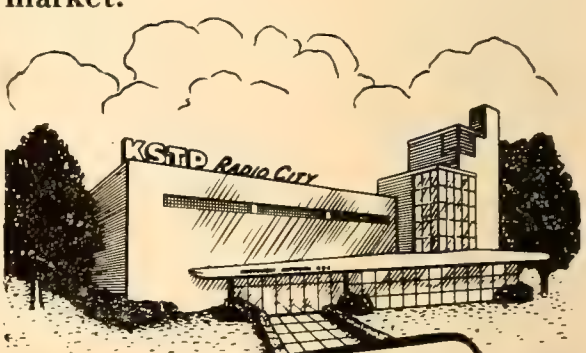


Scores of innovations led to KSTP's entrance into the television picture in 1939. Operating commercially since April, 1948, KSTP has proved again and again that its pioneering leads to market dominance.



In its new Radio City home, KSTP offers the most complete radio and television service in the entire area.

Be it AM or TV—KSTP was, is and will be the best advertising buy in the important Minneapolis-St. Paul market.



AM ★ TV ★ FM

50,000 WATTS—CLEAR CHANNEL
KEY STATION FOR THE NORTHWEST NETWORK
Represented Nationally by Edward Petry & Co.

KSTP
MINNEAPOLIS-ST. PAUL

MINNESOTA

Estimated Population 2,977,000—Increase +6.6%—Radio Homes 830,000
Radio Families 845,000—Stations in State 40

KATE

ALBERT LEA—1937—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Albert Lea-Austin Bcstg. Co., Inc.
Business-Studio Address.....332 S. Broadway
Phone Number 2338
Transmitter Location.....W. Seventh St.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Capitol, SESAC
Representative.....John E. Pearson
Membership .....NAB
President.....Bennett O. Knudson
General Manager.....Anson Vann
Assistant.....Margaret D. Haley
Chief Engineer.....Robert Holt
Farm Editor.....Wayne King

KXRA

ALEXANDER—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Alexander Bcstg. Co.
Address .....Alexandria
Phone Number 1000
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
General Manager.....R. C. Brown
Commercial Manager.....Everette Q. Walters
Program Director.....Kenneth Bechtel
Chief Engineer.....Gerald Lentz

KAUS

AUSTIN—1948—MBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.Cedar Valley Bcstg. Co., Inc.
Business-Studio Address.....405A N. Main St.
Phone Number 8836
Transmitter Location.....2½ Mi. S. of Austin
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Membership .....NAB
President .....Harry Smith
Gen., Sta. Mgr.....L. L. McCurnin
Commercial Mgr.....Tom Steensland
Sales Prom. Mgr.....Ken Soderberg
Pgm., Pub. Dir.....Don Richardson
Production Dir.....Ken Bryant
Chief Announcer.....Bob Abbott
Musical Dir.....Harold Westby, Jr.
Chief Engineer.....Glen Klein

KBUN

BEMIDJI—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Butler Bcstg. Co., Inc.
Business-Studio Address.419½ Bemtrami Ave.
Phone Number 1900
Transmitter Location.....Midway Dr.
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker
Membership .....NAB
Pres., Gen., Sta. Mgr.....Edward W. Butler
Pgm., Prod. Dir.....Gwenyth Butler
Publicity Dir.....E. W. Butler
Chief Anncr., Farm Editor.....Don Brockman
Chief Engineer.....Merrill Jacobs

KLIZ

BRAINER—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Brainerd Bcstg. Co.
Business Address.....2700 E. Oak St.
Phone Number 4050
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
Membership .....NAB
President, General Manager.....E. T. O'Brien
Program Director.....Lucille Grosse
Comm., Prom. Mgr.....Edward J. Wilder
Chief Engineer.....Arthur Vandersluis

KBMW

BRECKENRIDGE—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....The Interstate Bcstg. Corp.
Business Address.....519 Dakota Ave., Wahpeton, N. D.
Phone Number 3381
Transmitter Location.....Breckenridge
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Membership .....NAB, BMB
Pres., Chief Engineer.....Kline E. Bower
Gen., Sta., Comm. Mgr.....Herbert E. Nelson
Pgm., Prod. Mgr.....George Kaufmann

KROX

CROOKSTON—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Crookston Bcstg. Co.
Business-Studio Address.....Eagles Bldg.

Phone Number 1049-50
Transmitter Location...1.5 Mi. N. of Crookston
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Lang-Worth
Representative.....Donald Cook, Gene Grant
President.....D. A. McKenzie
Station Manager.....Garfield L. Fox
Commercial Manager....Jerome A. Dahlberg
Sales Prom. Mgr.....Ralph Melbye
Program Director.....Edward J. Boh
Production Director.....Frederick Shrimpton
Publicity Director.....Audrey Brevik
Chief Engineer.....William J. Kiewel
Farm Editor.....Melivin Woell

KDAL

DULUTH—1936—CBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By....Red River Bcstg. Co., Inc.
Business-Studio Address....218 Bradley Bldg.
Phone Number.....Melrose 2628
Transmitter Location....Foot of 63rd Ave., W.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....Dalton Le Masurier
Station-Comm. Mgr.....Odin S. Ramsland
Program Director.....Dick Lawrence
Publicity, Prom. Dir.....Jeanne Hudson
Chief Engineer.....Robert A. Dettman

WEBC

DULUTH—1924
NBC-NORTHWEST-ARROWHEAD

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By..Head of the Lakes Bcstg. Co.
Business-Studio Address.....WEBC Bldg.
Phone Number .....Melrose 2873
Transmitter Location.....3925 Tower Ave., Superior, Wis.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Associated, SESAC
Representative.....George P. Hollingbery, Bulmer & Johnson
Membership .....BMB
President .....Morgan Murphy
General Manager.....W. C. Bridges
Sta., Comm., Sales Prom. Mgr. Marlin E. Smythe
Pgm., Pub. Dir.....Jack McKenna
Production Director.....Rick Terry
Musical Director.....Gus Jackson
Chief Engineer.....Norman Gill
Farm Editor.....Earl Henton

WREX

DULUTH—1947—MBS

Frequency: 1080 Kc....Power: 10,000 Watts d.; 5000 Watts n.
Owned-Oper. By.....Lake Superior Bcstg. Co.
Business-Studio Add.ess....213 E. Superior St.
Phone Number.....Radisson 2911
Transmitter Location.....McCuen St.
Air Time.....6:30 a.m-11:30 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Weed
President .....Thomas McCabe
Gen., Sta., Comm. Mgr.....Thomas R. King
Chief Engineer.....William Lounsberry

WXLT

ELY—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Ely Bcstg. Co., Inc.
Business-Studio-Transmitter Address.....Ely
Phone Number 226
Transmitter.....1/5 Mi. S. of Ely
News Service .....UP
Transcription Service.....SESAC, Cole
Representative .....Lawson
Air Time.....7 a.m.-10 p.m.
Gen., Sta., Sales Prom. Mgr.....Don Mortwedt
Commercial Mgr.....Edward B. Nichols
Program Dir.....Marion Herrala
Musical Dir.....Ken Reckinger
Chief Engineer.....Darrel Gander

WEVE

EVELETH—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Ridson, Inc.
Business Address.....921 Tower Ave., Superior, Wisc.
Transcription Service .....Lang-Worth
Representative.....Free & Peters
President.....Robert B. Ridder
General Manager.....Carl Bloomquist
Commercial Manager.....Elden Soberg
Chief Engineer.....J. Melvin Laskey

KDHL

FARIBAULT—1948

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By..Herbert H. Lee, Palmer Dragsten, John E. Hyde
Business-Studio Address....213 Central Ave.
Phone Number 2312
Transmitter Location.....Hway. 65
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Walker, Lawson

General Mgr.....Herbert H. Lee
Commercial Mgr.....Palmer Dragsten
Program Dir.....Jergen D. Nash
Musical Director.....Mera Ballis
Chief Engineer.....John E. Hyde

KSUM

FAIRMONT—1949—MBC
TALL CORN

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By.....Fairmont Bcstg. Co.
Address.....103 S. North Ave.
Phone Number 1370
Air Time .....Unlimited
News Service .....UP
Representative .....Lawson
President.....Leo J. Seifert
General Manager.....Frank W. Endersbe
Program Director.....Everett R. Ohrt
Chief Engineer.....Walton W. Wilson

KGDE

FERGUS FALLS—1926
MBS-GREAT NORTHERN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Fergus Radio Corp.
Business-Studio Address.....Fergus Falls
Phone Number 3986
Transmitter Location.....Hway. 3
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Walker
Membership .....NAB
Executive Director.....Harold L. Dell
Sta., Comm. Mgr.....Don L. Albertson
Asst. Mgr.....Frederic T. Dell
Chief Engineer.....Harold E. Allen
Farm Editor.....Lee Gunderson

KBZY

GRAND RAPIDS—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Itasca Bcstg. Co.
Business-Studio Address....207 N. 1st Ave. W.
Phone Number 198
Transmitter Location.....Grand Rapids
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
General Manager.....Robert D. Kennedy
Chief Engineer.....Ross A. Fessenmeyer

WMFG

HIBBING—1935—NBC-ARROWHEAD NORTHWEST

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Head of the Lakes Bcstg. Co.
Business-Studio Address.....5th & Howard
Phone Number 1150
Air Time.....6 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....Associated
Representative.....George P. Hollingbery
President .....Morgan Murphy
General Manager.....W. C. Bridges
Commercial Mgr.....Oscar H. Peterson
Pgm., Dir., Prom. Mgr.....Ruth E. Coe
Chief Engineer.....Norman Gill

KYSM

MANKATO—1938
NBC-NORTHWEST

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....F. B. Clements & Co.
Business-Studio Address....101 N. Second St.
Phone Number 4673
Transmitter.....Belgrade Hill, N. Mankalo
Air Time .....Unlimited
News Service .....UP
Transcription Service....Standard, Thesaurus
Representative.....John E. Pearson
Membership .....NAB, BMB
Gen.-Station-Comm. Mgr.....John F. Meagher
Program Director.....Bob Gardner
Publicity Director.....John Gallos
Musical Director.....Maurice Piché
Chief Engineer.....James Houts
Farm Editor.....Galen Kooser

KMHL

MARSHALL—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Harry W. Linder
Business-Studio Address.....KMHL Bldg.
Phone Number 2282-3
Transmitter Location.....½ Mi. E. of City, Hway. 19
Air Time.....6 a.m.-M.
News Service .....UP
Representative.....John E. Pearson
Membership .....NAB, BMB
Owner, Chief Engr.....Harry W. Linder
General Manager.....Gilmore F. Frayseth
Program Director.....Homer L. Lane
Chief Announcer.....Bob Wagner

KEYD

MINNEAPOLIS—1948

Frequency: 1440 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Family Bcstg. Corp.
Business-Studio Address.....15 N. Ninth St.
Phone Number.....Lincoln 8451
Transmitter Location.....Golden Valley
Air Time.....6 a.m.-Sundown
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe

Membership ..... NAB
President ..... Henry Klages
General Mgr. ..... Lee L. Whiting
Commercial Manager ..... Harold A. Winther
Program Director ..... H. Irving Tingley
Chief Announcer ..... Wendell Husebo
Musical Director ..... James Allen
Chief Engineer ..... Harvey V. Headen

WCCO

MINNEAPOLIS—1924—CBS

Frequency: 830 Kc. ..... Power: 50,000 Watts
Owned-Oper. By .... Columbia Bcstg. System, Inc.
Business-Studio Address .... 625 Second Ave. S.
Phone Number ..... Main 1202
Transmitter Location ..... Anoka
Air Time ..... Unlimited
News Service ..... AP, UP
Transcription Service ..... Lang-Worth
Representative ..... Radio Sales
Membership ..... NAB, BMB
General Manager ..... Eugene Wilkey
Commercial Manager ..... Alfred J. Harding
Sales Prom. Mgr., Pub. Dir. ..... Tony Moe
Program Director ..... Gene Wilkey
Production Director ..... Sig Mickelson
Musical Director ..... Wallace Olson
Chief Engineer ..... J. J. Beloungy
Farm Editor ..... Larry Haeg

WDGY

MINNEAPOLIS—1923

Frequency: 1130 Kc. .. Power: 50,000 Watts d.; 25,000 Watts n.
Owned-Oper. By ..... Twin Cities Bcstg. Corp.
Business-Studio Address ..... Hotel Nicollet
Phone Number .. Bridgeport 2271, Midway 6363
Transmitter Location .. 103rd & Lyndale Ave. S.
Air Time ..... 6 a.m.-M.
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Avery-Knodel
Membership ..... NAB, BMB
President ..... James Stuart
V.P., Station Manager ..... Melvin Drake
Commercial Manager ..... Robert W. Owens
Program Director ..... B. Kendall Crane
Program Director ..... Bob Allen
Musical Director ..... Walter Rudd
Chief Engineer ..... Charles W. Winkler

WLOL

MINNEAPOLIS—1940—MBS

Frequency: 1330 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Indepenednt Merchants Bcstg. Co.
Business-Studio Address .. 1730 Hennepin Ave.
Phone Number ... ATlantic 0406, MIdway 4043
Transmitter Location ..... 1370 Davern, St. Paul
Air Time ..... Unlimited
News Service ..... UP
Representative ..... John Blair
Chief Owner ..... Ralph L. Atlass
Gen., Sta. Mgr. ..... G. T. Hagman
Commercial Manager ..... Samuel N. Nemer
Sales Prom., Pgm., Prod. Dir. .. Jack Swenson
Musical Director ..... Verne Rooney
Studio Engineer ..... Gene Brautigam
Transmitter Engineer ..... Merle Bjork

WPBC

MINNEAPOLIS—1949

Frequency: 960 Kc. ..... Power: 500 Watts d.
Owned-Operated By ..... Peoples Bcstg. Co.
Address ..... 1133 Stenson Blvd.
Phone Number ..... Granville 7236
Air Time ..... Daytime
News Service ..... UP
Transcription Service ..... Lang-Worth
Pres., Gen. Mgr., Pgm. Dir. William V. Stewart
Commercial Mgr. ..... John W. Ware
Production Director ..... Thomas K. McCrum
Chief Engineer ..... Harry Vose

WTCN

MINNEAPOLIS-ST. PAUL—1934
ABC-DAIRYLAND

Frequency: 1280 Kc. .... Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By ..... Minnesota Bcstg. Corp.
Business-Studio Address ..... Radio City, 50 S. Ninth St.
Phone Number ..... Lincoln 0552
Transmitter Location ..... 2235 N. Snelling
Air Time ..... 6 a.m.-M.
News Service ..... AP, UP
Transcription Service ..... Associated, Capitol
Representative ..... Free & Peters
Membership ..... NAB, BMB, FMA
President ..... William J. McNally
Gen., Sta. Mgr. ..... F. Van Konynenberg
Commercial Manager ..... Robert N. Ekstrum
Program Director ..... Judy Bryson
Production Director ..... Max Karl
Publicity Director ..... C. J. Rian
Chief Announcer ..... Jack Bell
Musical Director ..... William Metchnek
Chief Engineer ..... John Sherman
Farm Editor ..... Robert Carlson

KVOX

MOORHEAD—1937
.MBS-GREAT NORTHERN

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... KVOX Bcstg. Co.
Business-Studio Address ..... 818 Center Ave.
Phone Number 3-1523

Transmitter Location...14th St. & 12th Ave. So.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Capitol, World
Representative .....Walker, Lawson
Membership .....NAB, BMB
President .....Leo Johnson
General-Station Manager.....M. M. Marget
Commercial Manager.....E. J. McKellar
Sales Prom. Mgr.....J. McKnight
Pgm., Prod. Dir.....Sterling Kuhlmey
Chief Announcer.....Dale Howard
Chief Engineer.....Don Geiken

KNUJ

NEW ULM—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Brown County Journal, Inc.
Address.....308½ N. Minn. St.
Phone Number 905
Air Time .....Daytime
News Service .....AP
Transcription Service .....Lang-Worth
President.....W. K. Mickelson
General Manager.....E. M. Tobin
Commericial Manager.....Warren Ascher
Program Director.....Dennis Hayes
Promotion Manager.....George Korenchen
Chief Engineer.....Leon Brauhn

KAAA

RED WING—1949

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Red Wing Bcstg. Co.
Address .....Red Wing
Phone Number 1536
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
Pres., Pgm. Dir., Chief Engr...Fred C. Clarke
General Manager.....Maxine Jacobs
Commercial Manager.....Charles E. Wright

KLER

ROCHESTER—1948—ABC

Frequency: 970 Kc.....Power: 500 Watts d.: 1000 Watts n.
Owned-Operated By.....Rochester Bcstg. Co.
Business Address.....229 First Ave. S.W.
Phone Number 2-2757
Transmitter Location.....Salem Road
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard Library
Representative.....Adam J. Young
Membership .....NAB, BMB
President.....Alice P. Mayo
Gen., Sales Prom. Mgr.....Walter T. Bruzek
Commercial Manager.....Robert A. Fick
Pgm., Prod. Dir.....Robert C. Bouchier
Musical Director.....Jack Frost
Chief Engineer.....Boynton Hagaman
Farm Editor.....Donald Mason

KROC

ROCHESTER—1935
NBC-NORTHWEST

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Southern Minnesota Bcstg. Co.
Business-Studio Address....100 1st Ave. Bldg.
Phone Number 3924
Transmitter Location.....Cascade Township
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....Bulmer & Johnson
Membership .....NAB, BMB
President.....Mrs. G. P. Gentling
General., Comm. Mgr.....G. David Gentling
Sta. Mgr., Pgm. Dir.....Cal Smith
Sales Prom. Mgr.....Robert Wold
Chief Announcer.....Joe Foss
Publicity Director.....Jerry Brataas
Musical Director.....Jerry Boyum
Chief Engineer.....Bob Cross
Farm Editor.....Ray Thompson

MINNESOTA

WHY IS AP THE BEST?

BECAUSE—AP members, the greatest body of news collectors in the world today, provide their news to their AP.

MINNESOTA ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

President: Don Richardson—KAUS, Austin

Vice-President: Fred Dell—KGDE, Fergus Falls

Secretary: Francis Robbins—KDHL, Faribault

MINNESOTA

KFAM

ST. CLOUD—1938
NBC-NORTHWEST

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Times Publishing Co.
Business-Studio Address.....Weber Bldg.
Phone Number 3330-1
Transmitter.....Wash. Memorial, Dr. & 16th St.
Air Time .....Unlimited
News Service .....AP
Transcription Service...Thesaurus, Lang-Worth
Membership .....NAB, BMB
Pres., Gen., Sta. Mgr...Frederick G. Schilplin
Comm., Sales Prom. Mgr.....John F. Green
Prog.-Pub. Dir.....Avis Russell
Prod. Dir., Chief Anncr.....Gene SorFlaten
Chief Engineer.....Robert Witschen
Farm Editor.....Cliff Sakry

WMIN

ST. PAUL—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WMIN Bcstg. Co.
Business-Studio Address.....538 Hamm Bldg.
Phone Number.....Garfield 1361
Transmitter Location.St. Anthony at Frontenac
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....Radio Reps
Membership .....NAB
V.P., Gen., Sta. Mgr.....Frank M. Devaney
Pgm. Dir., Chief Anncr.....Norman Page
Publicity Director.....Richard Stevens
Chief Engineer.....Warren B. Fritze

KSTP

ST. PAUL-MINNEAPOLIS—1928
NBC-NORTHWEST

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned By.....KSTP, Inc.
Bus.-Studio Address.....3415 University Ave., 3415 University Ave. S.E., St. Paul-Minneapolis
Phone Number.....Prior 2717
Trans.....County Rd. C. & Hway. 61, St. Paul
Air Time .....Unlimited
News Service.....AP, UP, Radio News Assn.
Transcription Service.....Thesaurus, World, Lang-Worth
Representative .....Edward Petry
Membership .....NAB
President, Gen. Mgr.....Stanley E. Hubbard
V.P. chg. Sales.....Miller C. Robertson
Exec. V.P., Treas.....K. M. Hance
Production Supvr.....C. Brooks Henderson
Promotion-Publicity Director.....Joe Cook
News Director.....Walt Raschick
Technical Supervisor.....John McMahon

(See Page 484)

WSHB

STILLWATER—1949

Frequency: 1220 Kc.....Power: 250 Watts
Owned-Operated By.....St. Croix Bcstg. Co.
Address.....126 S. Main St.
Phone Number 46
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Bulmer & Johnson
General Manager.....William F. Johns, Jr.
Station Manager.....Victor Tedesco
Commercial Manager.....John Lohmer

KTRF

THIEF RIVER FALLS—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Henry K. Arneson
Business Address.....Box 69
Phone Number 13-14
Studio-Transmitter Address.....1313 N. Main
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Bulmer & Johnson
Membership .....NAB, BMB
President .....H. K. Arneson
General Manager.....D. L. Norton
Sales Prom. Mgr.....Glenn Simpson
Publicity Director.....Kay Barzen
Musical Director.....James E. Arneson
Chief Engineer.....H. J. Bothman

WHLB

VIRGINIA—1936—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Head of the Lakes Bcstg.
Address .....Virginia
Phone Number.....Virginia 2000
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Associated, SESAC
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President .....Morgan Murphy
General Manager.....Walter Bridges
Sta.-Comm.-Sales Prom. Mgr.....A. F. Nelson
Pgm., Pub. Dir.....Alys Mae McBride
Chief Engineer..... .Norman Gill
Farm Editor.....August Neubauer

KWAD

WADENA—1948—MBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Associated Bcstrs., Inc.
Bus.-Studio Address.....First Natl. Bank Bldg.
Phone Number 920
Transmitter Location.....4 Mi. S. City
Air Time .....Unlimited

News Service ..... UP
Representatives ..... Bulmer & Johnson
Membership ..... NAB
President ..... C. V. Phillips
Comm., Sales Prom. Mgr. ..... Carl E. Holt
Gen., Sta. Mgr. ..... H. G. Alexander
Pgm., Prod., Pub. Dir. ..... James Buchan
Chief Engineer ..... Ralph T. Doggett

KWLM

WILLMAR—1940—ABC-DAIRYLAND

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Lakeland Bcstg. Co.
Business-Studio Address ..... 307 W. 6th St.
Phone Number 1340
Transmitter Location ..... Foot Lake
Air Time ..... 6 a.m.-M.
News Service ..... UP
Transcription Service ..... Cole
Representative ..... John E. Pearson
Membership ..... NAB
President, Gen. Mgr. ..... H. W. Linder
Sales Prom. Mgr., Pub. Dir. ..... Willard Linder
Comm. Mgr., Prog. Dir. ..... Jack Lynch
Publicity Director ..... Don Linder
Chief Announcer ..... Joe Martinson

KWNO

WINONA—1938—ABC

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ... Winona Radio Service
Business-Studio Addres ..... 216 Center St.
Phone Number 3314
Transmitter Location ..... Tower Bluff
Air Time ..... 6 a.m.-M.
News Service ..... AP
Transcription Service ..... World
Representative ..... John E. Pearson
Membership ..... NAB, BMB, FMA
President ..... M. H. White
General-Commercial Manager ..... Ken Marsh
Publicity Director ..... Ethel Holte
Chief Announcer ..... Charles Williams
Chief Engineer ..... Stanley Johnson

KWOA

WORTHINGTON—1947

Frequency: 730 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By .. Worthington Bcstg. Co., Inc.
Bus.-Studio Address .... Thompson Hotel Bldg.
Phone Number 2-7310-1
Transmitter Location ..... 4 Mi. W. of City
Air Time ..... Sunrise-sunset
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... Bulmer & Johnson
Membership ..... NAB
President ..... R. W. Olson
Gen., Sta. Mgr. ..... R. E. Shepard
Sales Prom. Mgr. ..... George Lasley
Pgm. Dir., Chief Anncr. ..... Roger Russell
Musical Dir. ..... Phyllis Habeck
Chief Engineer ..... Clinton W. Knapp
Farm Editor ..... Mervin Gardner

MISSISSIPPI

Estimated Population 2,130,000—Increase —2.5%—Radio Homes 478,000
Radio Families 581,000— Stations in State 38

WLOX

BILOXI—GULFPORT—1949—MBS
MISS.

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... WLOX Bcstg. Co.
Bus.-Studio-Transmitter Address ... Buena Vista Hotel
Phone Number 5581-2
Air Time ..... 6 a.m.-M.
News Service ..... UP
Transcription Service ..... Standard
Representative ..... William G. Rambeau
Membership ..... NAB
President ..... James S. Love, Jr.
Gen.-Station Mgr., Pub. Dir. ..... Gene Tibbett
Commercial Manager ..... Blue Majure
Program Director ..... Doug Gabrielson
Musical Director ..... Gwenn Gollotte
Production Director ..... Ken Carleton
Chief Engineer ..... T. B. Majure
Chief Anncr., Farm Editor .... Jerry Thompson

WJMB

BROOKHAVEN—1948

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By .... Brookhaven Bcstg. Co.
Address ..... West Chicasaw St.
Phone Number 1298
News Service ..... AP
Transcription Service ..... World, Lang-Worth
Representative ..... Continental
Pres., Prom. Mgr. ..... Tullius Brady
Pgm. Dir., Comm. Mgr. ..... Chuck Allen
Chief Engineer ..... Tom Pharris

WROX

CLARKSDALE—1943
MID-SOUTH-KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... The Imes Estate
Address ..... Delta Ave.
Phone Number 1566-7

Air Time ..... Unlimited
News Service ..... AP
Representative ..... Sears & Ayer
Membership ..... NAB
President ..... Birney Imes, Jr.
General Manager ..... Bob McRaney
Station Manager ..... P. B. Hinman
Chief Engineer ..... C. D. Graves

WCLD

CLEVELAND—1949

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Cleveland Bcstg. Co.
Address ..... Cleveland
Phone Number 990
Air Time ..... Unlimited
Pres., Gen. Mgr. ..... Cy Bahakel
Chief Engineer ..... Gene Soduth

WCJU

COLUMBIA—1946—MBS-KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned By ..... WCJU, Inc.
Operated By ..... Lester Williams
Business Address ..... WCJU, Columbia
Phone Number 755-6
Studio Address ..... So. Main St.
Transmitter Location ..... Hway, 24, S.
News Service ..... AP
Transcription Service ..... World, Keystone
Owner, Gen. Mgr. ..... Lester Williams
Asst. Mgr., Prog. Dir. ..... Charles E. Newman, Jr.
Chief Announcer ..... Bill Barrett
Chief Engineer ..... Ray Tolar
Farm Editor ..... Paul Dantin

WCBI

COLUMBUS—1940
MBS—KBS-MID SOUTH-LBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Birney Imes, Jr.
Business-Studio Address ..... Gilmer Hotel
Phone Number 1313
Transmitter Location ..... River Hill
Air Time ..... Unlimited
News Service ..... AP
Representative ..... Sears & Ayer
Membership ..... NAB
President ..... Birney Imes, Jr.
Gen., Sales Prom. Mgr. ..... Bob McRaney
Station-Comm. Mgr. ..... James Eatherton
Chief Announcer ..... Dick Crago
Chief Engineer ..... Thomas McFerrin
Farm Editor ..... Chuck Delaney

WCMA

CORINTH—1946—MBS-DIXIE-KBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By .. Corinth Bcstg. Co., Inc.
Business-Studio Address ..... Ray Bldg.
Phone Number 5575
Transmitter Location ..... Hway. No. 72 E.
Air Time ..... 5:30 a.m.-M.
News Service ..... UP
Transcription Service ..... World
Representative ..... Burn-Smith
Membership ..... NAB, BMB
President ..... Dr. Frank M. Davis
General Manager ..... Aaron B. Robinson
Sta., Sales Prom. Mgr. ..... John E. Bell
Pgm., Prod. Dir. ..... William T. McLain
Commercial Manager ..... Joe P. Van Dyke
Chief Announcer ..... Almos S. Young
Pub., Musical Dir. ..... George S. Irving
Chief Engineer ..... William M. Essary
Farm Editor ..... Thomas J. Williams

WGVM

GREENVILLE—1948

Frequency: 1260 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... David M. Segal
Bus.-Studio Address ..... 316 Washington Ave.
Phone Number 2910
Transmitter Location ..... Old Leland Road
Air Time ..... Daylight
News Service ..... UP
Transcription Service ..... Lang-Worth
General Manager ..... David M. Segal
Station Manager ..... Howard E. Gurney
Commercial Manager ..... John B. Carter
Program Director ..... Louis A. Kurtz
Chief Engineer ..... Welton H. Jetton

WJPR

GREENVILLE—1939—MBS-KBS
MISS.

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Radio Services Co., WJPR
Business-Studio Address .... 107 So. Poplar St.
Phone Number 2434-5
Transmitter Location . End of Pollackover Levee
Air Time ..... 6 a.m.-11 p.m.
News Service ..... AP
Transcription Service .... Associated, Capitol, World
Representative ..... Sears & Ayer
Membership ..... NAB
General-Station Manager .. Emmet H. McMurry
Commercial Manager ..... Frank W. Baldwin
Sales Prom. Mgr., Prod., Pub. Dir. ... Pat Avery
Program Director ..... Eddie Guss
Chief Announcer ..... Paul Artman
Musical Director ..... Barbee Ashley
Chief Engneer ..... Percy Kuhn
Farm Editor ..... Thomas Golding

WGRM

GREENWOOD—1938—NBC-KBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Operated By ..... P. K. Ewing

Phone Number 1900
Studio-Transmitter Location.....Walnut St.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Capitol
President.....P. K. Ewing, Sr.
General-Station Manager.....F. C. Ewing
Commercial Manager.....Van Power
Production Director.....Grace Harris
Chief Announcer.....W. T. Shanks
Chief Engineer.....Louis Pierce

WNAG

GRENADA—1948—MBS-KBS LBS—MID-SOUTH

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated Ey.....Birney Imes, Jr.
Address .....Barwin Hotel
Phone Number 740
Air Time .....Unlimited
Representative.....Sears & Ayer
President.....Birney Imes, Jr.
General Manager.....Bob McRaney
Sta., Comm. Mgr.....Monroe Looney
Program Director.....Don Moore
Chief Engineer.....Louis Pierce

WGCM

GULFPORT—1929—ABC-KBS-LBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WGCM Bcstg. Co.
Bus.-Studio Address.....Hewes-Martin Bldg.
Phone Number 1110
Transmitter Location.....Arlington Heights
Air Time.....5:55 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NAB
Prod. Mgr., Pgm. Dir.....C. E. Vann
Sales Prom.-Prod. Mgr., Prog. Dir....C. E. Vann
Publicity Director.....Marc Leon
Chief Engineer.....Donovan Murphy

WFOR

HATTIESBURG—1926 NBC-REBEL-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Bcstg. Co.
Business-Studio Address....302 Hemphill St.,
Phone Number 1866-7
Transmitter Location.....Cor. 25th Ave. & W. 7th St.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Capitol
Representative.....George P. Hollingbery
Membership .....NAB
President, General-Station Mgr....C. J. Wright
Chief Engineer.....B. B. McLemore

WHSY

HATTIESBURG—1948—ABC-LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Hub City Bcstg. Co.
Address..U. S. Hway. 11 N., P. O. Box 1008
Phone Number 3180-1
Air Time.....5 a.m.M.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
Pres., Gen. Sta. Mgr.....Charles W. Holt
Sales Prom. Mgr. Pub. Dir.....Thomas N. Kern
Production Director.....Connie Holt
Chief Announcer.....Art Reynolds
Chief Engineer.....Dennis Connell
Farm Editor.....Art Reynolds

WJDX

JACKSON—1929—NBC

Frequency: 1300 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Lamar Life Ins. Co.
Business Address.....P. O. Box 2171
Phone Number 2-1183
Air Time .....Unlimited
News Service .....UP

MISSISSIPPI

WHY IS AP THE BEST?

BECAUSE—AP members decide what AP shall be. Their decision has made AP unequalled in covering the news of the world ... RAPIDLY, TRUTHFULLY, ACCURATELY.

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MISSISSIPPI

Transcription Service..Thesaurus, MacGregor, Lang-Worth, Cole, Capitol, World
Representative.....George P. Hollingbery
Membership .....NAB, BMB
General Manager.....Wiley P. Harris
Commercial Manager.....Frank Gentry
Program Director.....Howard Langfitt
Chief Engineer.....Percy G. Root

WJQS

JACKSON—1946—CBS-MISS.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Mississippi Bcstg. Co., Inc.
Business-Studio Address.....Edwards Hotel
Phone Number 3-9681
Transmitter Location.....Pleasant Ave.
Air Time.....6 a.m.-12:10 a.m.
News Service .....AP
Transcription Service .....Standard
President, General Manager...Withers Gavin

WJXN

JACKSON—1945—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Andalusia Bcstg. Co.
Business-Studio Address....Deposit Guaranty Bank Bldg.
Phone Number 2-6673
Transmitter Location.....Fair Grounds
Gen., Comm. Mgr.....James T. Ownby
Sales Prom. Mgr.....Hy Davis
Program Director.....Jack Edwards
Chief Announcer.....Mike O'Reilly
Musical Director.....Faye Guice
Chief Engineer.....Thomas Patterson

WRBC

JACKSON—1947—MBS

Frequency: 620 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Rebel Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 986, 125 So. Lamar
Phone Number 5-1562
Transmitter Location.....3 Mi. NE City
Air Time.....5:30 a.m.-M.
News Service .....AP
Transcription Service .....Associated
Representative .....Branham
Membership .....NAB, BMB
President.....T. E. Wright
Gen., Comm. Mgr.....J. W. Carlier
Prog. Dir., Farm Editor.....Forrest Cox
Production Director.....Les Birchfield
Chief Engineer.....G. G. Benson

WSLI

JACKSON—1938—ABC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By..Standard Life Bcstg. Co., Inc.
Business Address.....P. O. Box 1847
Phone Number 3-2788
Studio Address.....Robert E. Lee Hotel
Transmitter Location.....Hway. 51 N.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Weed
Membership .....NAB, BMB
President.....W. R. Newman
General-Station Manager.....L. M. Sepaugh
Commercial Manager.....F. E. Wilkerson, Jr.
Sales Promotion Manager.....B. M. Files
Program Director.....B. K. Smith
Production Director.....Jerry Keith
Publicity Director.....M. B. Wray
Chief Announcer.....Bill Lohmeier
Musical Director.....Roger Noble
Chief Engineer.....C. A. Perkins
Farm Editor.....Jim Neal

WKOZ

KOSCIUSKO—1947—LBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Kosciusko Bcstg. Co.
Business Address.....P. O. Box 392
Phone Number 782
Studio Address.....Jefferson St.
Transmitter Location.....Golf Course Rd.
Air Time.....5:45 a.m.-10 p.m.
News Service .....AP
Transcription Service .....World
Membership .....NAB
General Manager.....Cy. N. Bahakel
Station Manager.....Melvin C. Lee
Program Director.....Erlene Leach
Chief Engineer.....George C. Ray

WAML

LAUREL—1932—NBC-REBEL-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....New Laurel Radio Station, Inc.
Business-Studio Address..535½ Central Ave.
Phone Number.....5601, 5737
Transmitter Location.....Washington Rd.
Air Time.....5:45 a.m.-11:05 p.m.
News Service .....AP
Transcription Service .....Capitol
Representative.....George P. Hollingbery
Membership .....NAB
General-Station Manager....Granville Walters
Commercial Manager.....M. M. Caver
Pgm., Pub. Director.....Stanley Walters
Prod. Dir., Farm Editor.....Chuck Harrison
Chief Announcer, Musical Dir.....Ed Breland
Chief Engineer.....Clyne Graves

WLAU

LAUREL—1946—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Southland Bcstg. Co.
Bus.-Studio Address....437½ N. Magnolia St.
Phone Number 7227-8
Transmitter Location.....Meridian Ave.
Air Time.....5:45 a.m.-11 p.m.
News Service .....UP
Membership .....NAB
Pres., Comm. Mgr.....C. H. Leggett
Gen., Sta. Mgr.....Jimmie Wilson
Sales Prom. Mgr.....Teck Jones
Pgm. Dir., Chief Anncr.....David Kane
Production Director.....Dean Matteson
Publicity Director.....Dorothy Hearn
Chief Engineer.....Ed Pierce

WMBC

MACON—1946—MISS.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Mississippi Bcstg. Co., Inc.
Business-Studio Addres.....Thomas Jefferson Hotel
Phone Number 310
Transmitter Location..Old Starkville Rd. near city limits
Air Time.....6 a.m.-M.
News Service .....AP
President, General Manager...Withers Gavin

WAPF

McCOMB—1948—KBS-MISS.

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By..Southwestern Bcstg. Co. of Mississippi
Business-Studio Address.....Sarphie Bldg., Box 604
Phone Number.....1884, 1829
Transmitter Location.....2 Mi. S.W. of city
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
Pres., Gen. Mgr.....Louis Alford
Commercial Manager.....Mac Smith
Sales Prom. Mgr.....Bill Tyler
Pgm., Publicity Dir.....Paul Simpkins
Chief Announcer.....Carl Austin
Musical Director.....Mrs. Elsie Barron
Chief Engineer.....Phil Brady
Farm Editor.....Aubrey Felter

WSKB

McCOMB—1937—MISS.

Frequency: 1250 Kc.....Power: 5000 Watts d.; 500 Watts n.
Owned-Operated By.....McComb Bcstg. Corp.
Address.....P. O. Box 111
Phone Number 37
News Service .....AP
Transcription Service.....Associated, Capitol
Representative .....Friedenberg
Pres., Gen., Comm. Mgr...George Blumenstock
Program Director.....Julia Blumenstock
Promotion Manager.....Al Baxter
Chief Engineer.....Robert Louis Sanders

WCOC

MERIDIAN—1926—CBS-MISS.

Frequency: 910 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Mississippi Bcstg. Co., Inc.
Business-Studio Address.....Threefoot Bldg.
Phone Number 7714
Transmitter Location.....Hwy. 45 N.
Air Time.....6 a.m.-12:10 a.m.
News Service .....UP
Transcription Service .....Standard
President, General Manager...Withers Gavin
Program Director.....Mrs. Withers Gavin

WMOX

MERIDIAN—1946
MBS-KBS-MIDSOUTH

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Business-Studio Address.....WMOX Bldg.
Phone Number 2-0171
Transmitter Location.....31st Ave. S.
Air Time.....5:30 a.m.-M.
News Service .....AP
Transcription Service .....Keystone
Representative.....Sears & Ayer
Membership .....NAB
Owner.....Birney Imes, Jr.
General Manager.....Bob McRaney
Station Manager.....Paul Mowery
Commercial Manager.....Joe Carson
Program Director.....Dave Bringham
Chief Engineer.....Al Betmarik

WTOK

MERIDIAN—1946—ABC-REBEL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Meridian Bcstg. Co.
Bus.-Studio Add....Citizens Natl. Bank Bldg.
Phone Number 3-1441
Transmitter Location.....3rd Ave. & 20th St.
Air Time.....6 a.m.-11:05 p.m.
News Service .....INS
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
Membership .....NAB
Pres., General-Station Mgr...Robert F. Wright
Comm.-Sales Prom. Mgr.....William B. Crooks
Pgm. Dir., Chief Anncr.....Cecil Germany
Chief Engineer.....Joe H. Saxon

WMIS

NATCHEZ—1941—NBC-KBS-LA. LIBERTY-MISS.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Natchez Bcstg. Co.
Business-Studio Add ess.....615 Main St.
Phone Number 2800-1
Transmitter Location.....Hway. 61 N.
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Capitol
Membership .....NAB
President.....P. K. Ewing
Gen.-Prom. Mgr.....P. K. Ewing, Jr.
Commercial Mgr.....Paul Schilling
Program Dir.....Wilma Nichols
Chief Engineer.....George W. Wilson

WNAT

NATCHEZ—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Old South Bcstg. Co.
Business Address.....Shields Lane
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Partners.....H. J. Jennings, M. T. Seale
General Manager.....H. J. Jennings
Chief Engineer.....Gale Hunt

WHOC

PHILADELPHIA—1948—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....William Howard Cole
Address.....Hways. 15 & 16 S.
Phone Number 740
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Membership .....NAB
Owner, Manager.....William Howard Cole
Pub., Musical Dir.....S. J. Parks
Prog. Dir., Chief Announcer.....Jim Sparks
Chief Engineer.....F. H. Frantz

WRJW

PACAYUNE—1949

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Moseley Bros.
Business Address.....Ritz Theater
Phone Number 510
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Representative .....Continental
Chief Owners.....W. L. & R. E. Moseley
Manager.....Felix Adams, Jr.
General Manager.....W. L. Moseley
Chief Engineer.....Charles Tucker

WSSO

STARKVILLE—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Starkville Bcstg. Co.
Business-Studio Address.....WSSO Bldg.
Phone Number 1230
News Service .....AP
Transcription Service .....Capitol
Gen., Comm. Mgr.....Joe Phillips
Program Director.....Eva Deen
Chief Engineer.....Travis Palmer

WELO

TUPELO—1944 MBS-KBS-MID SOUTH

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tupelo Bcstg. Co.
Business-Studio Address.....So. Spring St.
Phone Number 1400-1
Transmitter Location.....Hway. 45 So.
Air Time.....5:43 a.m.-11 p.m.
News Service .....AP
Representative.....Sears & Ayer
Membership .....NAB
Owner.....Birney Imes, Jr.
Columbus, Miss.
General Manager.....Bob McRaney
Columbus, Miss.
Station Manager.....Bob Evans
Comm.-Sales Prom. Manager..Reeves Whirley
Prog.-Prod.-Pub. Director.....Gene Gratz
Chief Engineer.....LeRoy Green

WQBC

VICKSBURG—1931—MBS-KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By...Delta Bcstg. Co., Inc.
Business-Studio Address.....Hotel Vicksburg
Phone Number 312
Transmitter Location.....2½ Mi. E. of City
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NAB, BMB
President.....L. P. Cashman
General-Station Mgr.....Mary-Van Cashman
Commercial Manager.....L. L. Miller
Program Director.....Charlotte Kahn
Chief Engineer.....C. E. Drake

WVIM

VICKSBURG—1947—LIBERTY

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Miss., Inc.
Bus.-Studio Add....708 Clay St., Carroll Hotel
Phone Number 1920-1
Transmitter Location....Thompson & Floyd Sts.

Air Time.....5:55 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
President.....James T. Ownby
Gen., Sta., Comm. Mgr.....H. T. Duke
Sls. Prom. Mgr., Pgm. Dir...Genevieve Johnson
Chief Announcer.....Cecil Goodreau
Chief Engineer.....Thomas Wilson

WROB

WEST POINT—1947
MBS-MID SOUTH-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Bob McRaney, Sr.
Bus.-Studio-Transmitter Address.....Forrest St.
Phone Number 807
Air Time.....6 a.m.-11 p.m.
Representative.....Sears & Ayer
President, General Mgr.....Bob McRaney, Sr.
Sta., Comm. Mgr.....Ed McRaney
Pgm. Dir., Chief Engnr.....John E. King, Jr.
Prod.-Musical Dir.....Hugh W. Shankle

WAZF

YAZOO CITY—1947—MISS.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WAZF, Inc.
Business-Studio Address.....321 S. Main St.
Phone Number 1300
Transmitter Location.....State Hway. 49 E.
Air Time.....6 a.m.-10 p.m.
News Service .....AP
Membership .....NAB
Transcription Service .....World
Pres., Gen. Mgr.....Guy Corley
Sta., Comm. Mgr., Prod. Dir.....Jack Allyn
Chief Announcer.....Fred Rand
Chief Engineer.....D. A. Flinspach

MISSOURI

Estimated Population 3,935,000—Increase +4.0%—Radio Homes 1,168,000
Radio Families 1,218,000—Stations in State 43

KFVS

CAPE GIRARDEAU—1925—MBS

Frequency: 960 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Hirsch Bcstg. Co.
Business-Studio Address.....324 Broadway
Phone Number 2104-5
Transmitter Location.....E. Cape Girardeau
Air Time .....Unlimited
News Service .....UP
Membership .....NAB, BMB
President, General Manager...Oscar C. Hirsch
Sta., Comm. Mgr.....Ralph L. Hirsch

KDMO

CARTHAGE—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Carthage Bcstg. Co.
Address.....1201 E. Chestnut
Phone Number.....2648, 2623
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Capitol, Keystone
Membership .....NAB
Station Manager.....L. C. McKenney
Gen., Sta. Mgr.....J. C. McKenney
Commercial Manager.....J. J. Daly
Sales Promotion Manager.....Phil Hannum
Program Director.....Lee Crocker
Publicity Director.....Bob Young
Chief Engineer.....Jack Langford
Farm Editor.....L. C. McKenney

KFRU

COLUMBIA—1925—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KFRU, Inc.
Business Address.....13 S. 8th St.
Phone Number 4141
Studio-Transmitter Location...Stephens College
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....John Blair
Membership .....NAB, BMB
President.....H. J. Waters, Jr.
Gen., Sta. Mgr.....Mahlon R. Aldridge, Jr.
Comm., Sales Prom. Mgr.....F. J. LeGrand
Program Director.....Harold Douglas
Chief Engineer.....Robert Haigh

KREI

FARMINGTON—1947—KBS

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cecil W. Roberts
Business Address.....Box 270
Phone Number 710
Studio-Transmitter....Burks Rd. & Webster St.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Lang-Worth
Owner.....Cecil W. Roberts
Station Manager.....Mrs. Mary Burton
Sales Manager.....Howard G. Rion
Chief Engineer.....Kermit Barker

Complete Coverage of Kansas City's TRADE AREA... by The KMBC-KFRM Team!

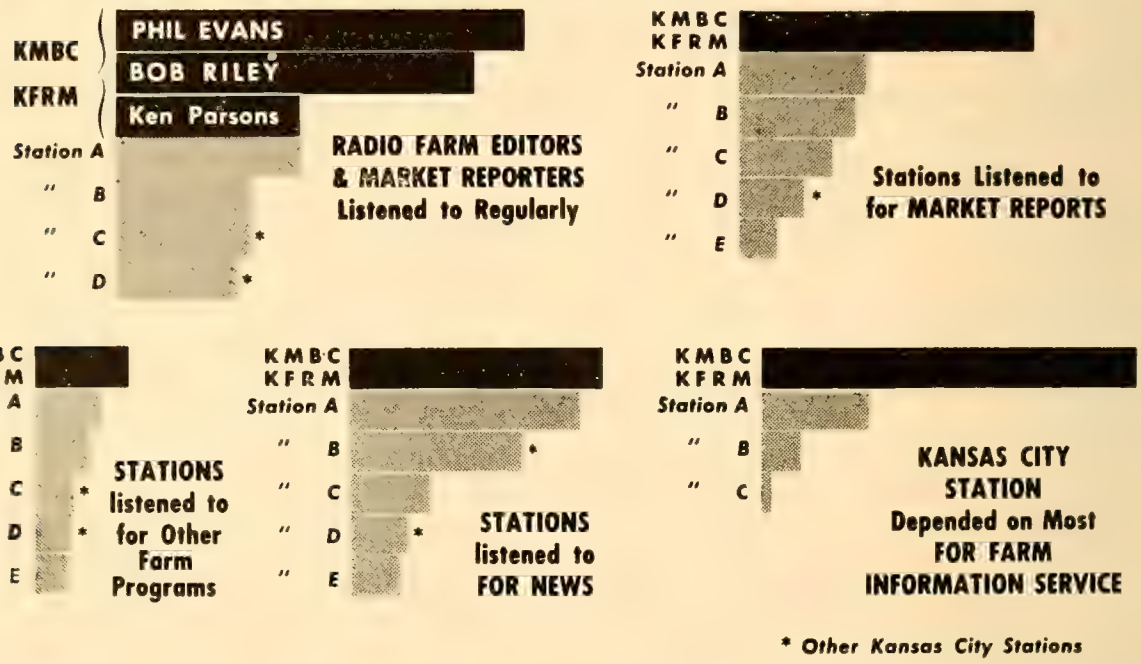
Even with 500,000 watts power, KMBC could not cover the vast Kansas City Primary Trade area, but KMBC at Kansas City, teamed with KFRM in North Central Kansas, *can* do the job!

Since KFRM went on the air December 7, 1947, hundreds of thousands of rural and small town dwellers comprise the population of the Western portion of Kansas City's huge trade territory, and have learned to depend on The KMBC-KFRM Team as their only source of vital information and cultural and entertainment programs direct from their trade capital.

The 1949 Kansas City Primary Trade Area Radio survey, made at the Missouri and Kansas State Fairs, and at the American Royal in Kansas City, includes a total of 2,122 interviews from The Team area (duplication eliminated), with 1,548 responses from persons living on farms, and 574 from those living in towns.

All mentions from each of the 163 counties within The Team's half-millivolt contours, including 37 in Missouri, 103 in Kansas, and 23 in adjoining states, were weighted to give each county its true relative importance according to the number of its radio families.

How The KMBC-KFRM Team ranked with other leading stations in this independent survey is graphically illustrated below:



* *Other Kansas City Stations*

Only The KMBC-KFRM Team delivers complete coverage of the great Kansas City Primary Trade area, and provides radio coverage to over Four Million potential listeners. Latest population figures reveal 1,159,740 radio families living within The Team's half-millivolt contours. Smart advertisers know the great potential sales in this rich agricultural Heart of America! Providing them most effective coverage and top listener loyalty, the most economical and the best buy, is The KMBC-KFRM Team!



The KMBC-KFRM Team

Pickwick Hotel, Kansas City 6, Missouri

KFMO

FLAT RIVER—1947
GRIESEDIECK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Lead Belt Bcstg. Corp.
Business-Studio Address.....Flat River
Phone Number 1000
Transmitter Location.....U. S. Hway. 61
Air Time .....Unlimited
News Service .....UP
Membership .....NAB
President, General Manager...Oscar C. Hirsch
Station-Comm. Mgr.....James F. Collins
Program-Production Dir.....Virginia Collins
Chief Announcer.....Earl Whitener

KHMO

HANNIBAL—1941—MBS

Frequency: 1070 Kc....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By..Courier-Post Publishing Co.
Business-Studio Address....102-A S. Main St.
Phone Number 3450
Transmitter Address.....6 Mi. S. of Hannibal on Old New London Dirt Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....NAB, BMB
Sec.-Treas. .....E. L. Sparks
Gen.-Sta.-Sales Prom. Mgr....Wayne W. Cribb
Pgm., Prod., Pub. Dir.....Gene Hoenes
Musical Librarian.....Harold Hohner
Chief Engineer.....Ben Parrish
Farm Editor.....George Allen, Jr.

KIMO

INDEPENDENCE—1947

Frequency: 1510 Kc....Power: 1000 Watts d.
Owned-Oper. By.....The Blue Valley Co.
Business-Studio Address.....310 N. Osage
Phone Number.....CL. 9810
Transmitter Location....28th & Northern Blvd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Capitol
Representative .....Cooke
Membership .....NAB
General Manager.....Craig Siegfried
Program Director.....John Waddell
Business Manager.....F. E. Fowler
Chief Engineer.....Eldon Ryan

KWOS

JEFFERSON CITY—1937
MBS-GRIESEDIECK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Capital Bcstg. Co.
Business-Studio Address....210-212 Monroe St.
Phone Number 4000
Transmitter Location.....St. Mary's Blvd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayer
Membership .....BMB
President.....R. C. Goshorn
Gen., Sta. Mgr.....Catherine Roer
Chief Engineer.....Leroy S. Hackmann

KFSB

JOPLIN—1948

Frequency: 1310 Kc....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Four States Bcsters, Inc.
Business-Studio Address.....1027 Main
Phone Number 1310
Transmitter Location.....N.W. of Joplin
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service...Lang-Worth, Standard
Representative .....Walker
Membership .....BMB
President .....Harry Easley
General Manager.....W. H. Clark
Program Director.....Ed Johnson
Chief Engineer.....Ralph Meador

KSWM

JOPLIN—1946—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Air Time, Inc.
Address.....1928 W. 13 St.
Phone Number 7260
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....William G. Rambeau
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Austin A. Harrison
Comm., Sales Prom. Mgr....Roy V. Whisnand
Pgm., Prod. Dir.....Noel E. Ball
Chief Announcer.....Claude Evans
Chief Engineer.....Austin A. Harrison
Farm Editor.....John Whitt

WMBH

JOPLIN—1926—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Joplin Bcstg. Co.
Business-Studio Address.....Frisco Bldg.
Phone Number 330
Transmitter Location.....14th & Munroe
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayer
Membership .....NAB, BMB
Pres., Gen.-Station-Comm. Mgr....D. J. Poynor

Commercial Mgr.....F. H. Hess
Program Director.....Martha Smith
Musical Director.....Golda Shaunee
Chief Engineer.....Everett L. Dodge
Farm Editor.....Leonard Brown

KCKN

KANSAS CITY

(See Listing, Kansas City, Kans.)

KCMO

KANSAS CITY—1936—ABC

Frequency: 810 Kc.....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Operated By.....KCMO Bcstg. Co.
Business-Studio Address.....1515 Commerce Bldg.
Phone Number.....Baltimore 1234
Transmitter Location.....Nashua
Air Time.....Unlimited
Air Time.....20 Hrs.
News Service.....AP, UP
Transcription Service.....Thesaurus
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....Tom L. Evans
Gen.-Comm. Mgr.....E. K. Hartenbower
Asst. Manager.....Clarence E. Breazeal
Sales Prom. Mgr., Pub. Dir.....F. C. Strawn
Program Director.....S. B. Tremble
Production Director.....Kenneth Heady
Chief Announcer.....Dal Stallard
Musical Director.....R. S. Jones
Chief Engineer.....Karl Troeglen
Farm Editor.....C. W. Jackson

KFRM

KANSAS CITY—1947

Frequency: 550 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Midland Bcstg. Co.
Business-Studio Address.....Pickwick Hotel
Phone Number.....HA. 2650
Transmitter Location....10 Mi. S. of Concordia, Kansas
Air Time.....Sunrise-sunset
News Service.....AP, UP
Transcription Service.....World
Representative.....Free & Peters
Membership.....NAB, BMB
President.....Arthur B. Church
V.P., Managing Dir.....Karl Koerper
V.P. in Chg. of Sales.....Sam H. Bennett
Promotion Director.....John S. McDermott
Program Director.....Rod B. Cupp
Production Director.....Fran Heyser
Chief Announcer.....Lee Stewart
Musical Director.....P. Hans Flath
Chief Engineer.....Ray Moler
Farm Editor.....Phil Evans

(See Page 498)

KMBC

KANSAS CITY—1922—CBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Midland Bcstg. Co.
Business-Studio Address.....Pickwick Hotel
Phone Number.....HArrison 2650
Transmitter Location.....50th & Belinder, Johnson County, Kansas
Air Time.....5 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service.....World
Representative.....Free & Peters
Membership.....NAB, BMB
President.....Arthur B. Church
V.P., Managing Director.....Karl Koerper
V.P., Sales.....Sam H. Bennett
Promotion Director.....John S. McDermott
Program Director.....Rod Cupp
Production Director.....Fran Heyser
Chief Announcer.....Lee Stewart
Musical Director.....P. Hans Flath
Chief Engineer.....Ray Moler
Farm Editor.....Phil Evans

(See Page 498)

WDAF

KANSAS CITY—1922—NBC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By....The Kansas City Star Co.
Business-Studio Address.....1729 Grand Ave.
Phone Number.....Harrison 1200
Transmitter Location...Johnson County, Kans.
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Standard
Representative.....Edward Petry
Membership.....BMB
President.....Roy A. Roberts
General-Station Manager.....Dean Fitzer
Commercial Mgr.....Mannie E. Russo
Program Director.....Harry J. Kaufmann
Chief Engineer.....J. A. Flaherty

WHB

KANSAS CITY—1922—MBS

Frequency: 710 Kc.....Power: 10,000 Watts d.; 5000 Watts n.
Owned-Operated By.....WHB Bcstg. Co.
Business-Studio Address.....Scarritt Bldg., 9th & Grand Ave.
Phone Number.....HArrison 1161
Transmitter Location.....Route No. 1, Liberty
Air Time.....Unlimited
News Service.....AP
Transcription Service...Lang-Worth, Associated
Representative.....John Blair
Membership.....NAB, BMB
Pres., Comm. Mgr.....Donald Dwight Davis
General Mgr.....John T. Schilling
Sales Prom. Mgr., Pub. Dir.....Mori Greiner
Program Director.....Dick Smith
Chief Engineer.....Henry Goldenberg

KBOA

KENNETT—1947—HBN

Frequency: 830 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Kennett Bcstg. Corp.
Bus.-Studio-Transmitter Address.....Kennett
Phone Number 830
Air Time .....Daytime
News Service .....AP
Transcription Service.....Standard, Capitol
Membership .....NAB, BMB
President, General Manager.....Paul C. Jones
Sta., Comm. Mgr.....Bill H. Cate
Sales Prom. Mgr.....Joe Bankhead
Program Director.....John T. Reeder
Chief Engineer.....Robert H. Conner

KIRX

KIRKSVILLE—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....North Mo. Bcstg. Co.
Bus.-Studio-Transmitter Address....KIRX Bldg.
Phone Number 86
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, Standard
Representative.....Sears & Ayer
Membership .....NAB, BMB
General-Station Manager.....Samuel A. Burk
Commercial Manager.....R. M. Harpster
Program Director.....Lee Jones
Chief Engineer.....John Sheehan

KLWT

LEBANON—1948—MBS

Frequency 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address.....221 E. Commercial St.
Phone Number 1015
Transmitter Location.....Buffalo Rd.
Air Time..... 6a.m.-M.
News Service .....UP
Transcription Service .....SESAC
President.....Robert C. Fields
General Manager.....O. R. Wright
Program Director.....Thomas H. Miller
Chief Engineer.....E. L. Hendry

KMMO

MARSHALL—1949

Frequency: 1300 Kc.....Power: 500 Watts d.
(C.P. 100 Watts n.)
Owned-Operated By....Mo. Valley Bcstg. Co.
Address.....74 W. Morgan St.
Phone Number 2328
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Co-Owners.....H. T., C. T. Fisher
General Manager.....Carl T. Fisher
Commercial Manager.....Harold T. Fisher
Program Director.....Roderick D. Renick
Promotion Manager.....Casey Strong
Chief Engineer.....Charles P. Porter

KXEO

MEXICO—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Audrain Bcstg. Corp.
Business Address.....P. O. Box 260
Phone Number 2340
Studio-Trans. Location.....Hiway 54 E.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Capitol
Representative.....John E. Pearson
Membership .....NAB, BMB
President .....John Badaracco
Gen., Sta. Mgr.....W. Earl Dougherty
Commercial Manager.....Shelton Bybee
Pgm., Prod. Dir.....Richard M. Carson
Publicity Director.....Owen N. Lackey, Jr.
Co-Engineers.....Al Korabek, Frank Sojka
Farm Editor.....Frank Sojka

KNEM

NEVADA—1949

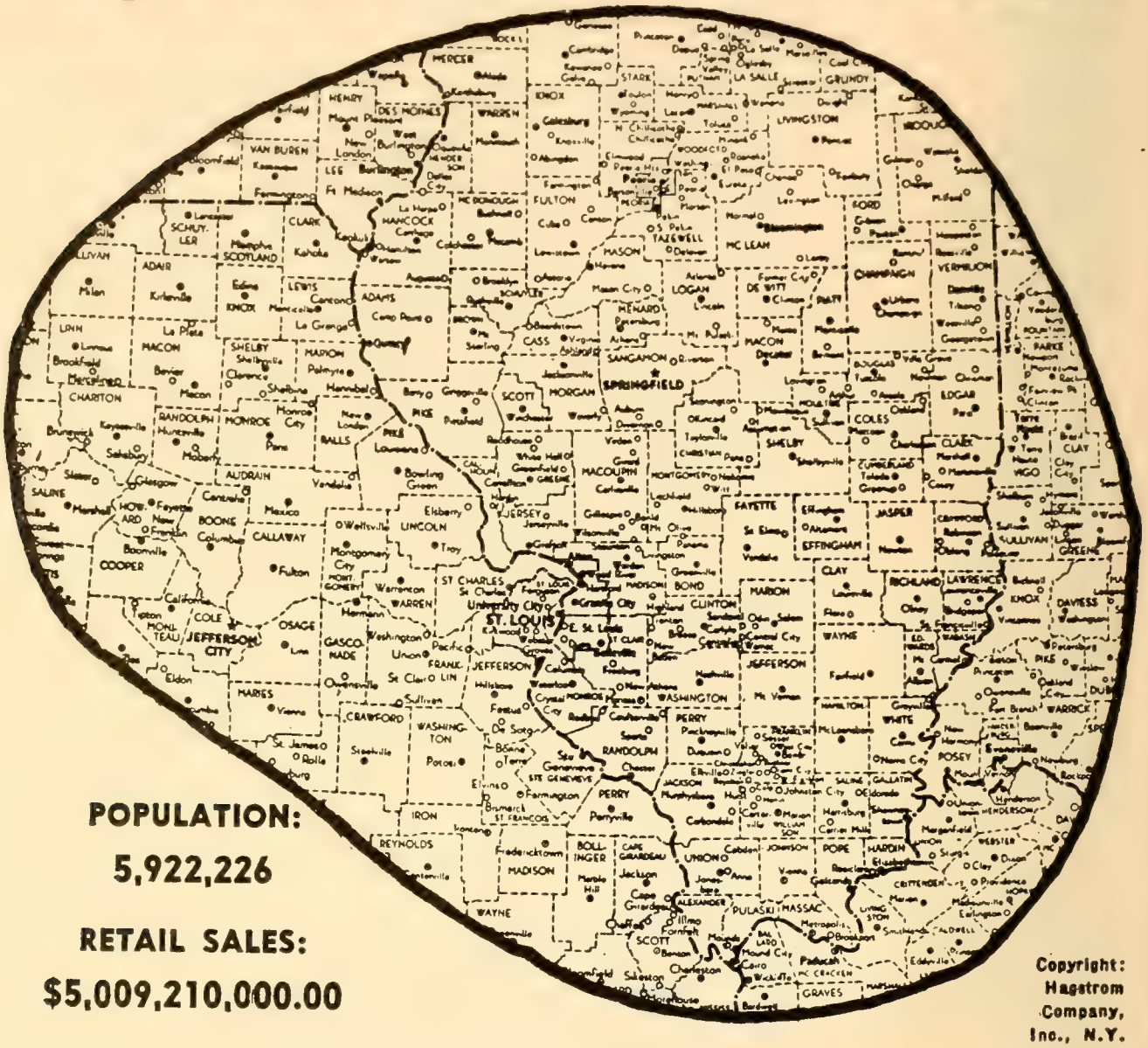
Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Cecil W. Roberts
Address .....Farmington
Phone Number 710
Air Time .....Unlimited
News Service .....UP
President.....Cecil W. Roberts
Manager.....William R. Tedrick
Commercial Manager.....Robert R. Stoner
Program Director.....Mrs. Audrey Tedrick

KWOC

POPLAR BLUFF—1938—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Poplar Bluff Bcstg. Co.
Bus.-Studio-Transmitter Address..KWOC Bldg.
Phone Number 3922
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Transcription Service .....SESAC
Representative.....John E. Pearson
Membership .....NAB
Pres., Gen. Mgr.....A. L. McCarthy
Gen.-Station-Commercial-Sales Prom.
Manager.....William R. Tedrick
Station Manager.....Byron Kearbey, Jr.
Program Director.....Ronal P. Kaiser
Chief Announcer.....C. E. Watkins
Chief Engineer.....Don M. Lidenton
Farm Editor.....Tom Hunnicutt

Here Is the LARGEST Daytime Half-Millivolt Coverage Area of Any Radio Station in ST. LOUIS



POPULATION:
5,922,226

RETAIL SALES:
$5,009,210,000.00

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TELEVISION AFFILIATION:
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IT'S THE NEW DAYTIME HALF-MILLIVOLT COVERAGE AREA of

KSD

THE ST. LOUIS POST-DISPATCH STATION

5000 WATTS ON 550 KC

KTTR

ROLLA—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Show-Me Bcstg. oC.
Bus.-Studio-Transmitter Address..P. O. Box 567, Soest Rd.
Phone Number 380
Air Time.....Unlimited
News Service .....AP
Transcription Service.....Capitol, SESAC, Keystone
Pres., Gen.-Station Mgr.....Luther W. Martin
Program Director.....Wilson C. Burkhead
Chief Annor., Musical Dir.....Mel Lee
Chief Engineer.....Martin M. Mitchum
Farm Editor.....Wilson C. Burkhead

KFEQ

ST. JOSEPH—1923—MBS

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....KFEQ, Inc.
Business-Studio .....814 Frederick Ave.
Phone Number 4-0813-4
Transmitter Location.....Hway. No. 71
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Headley-Reed
President, General Manager.....Barton Pitts
Commercial Manager.....Glenn G. Griswold
Promotion Manager.....J. Ted Branson
Program Director.....R. Thompson Mabie
Musical Director.....Paul Moskau
Chief Engineer.....J. Wesley Koch
Farm Editor.....Harold J. Schmitz

KRES

ST. JOSEPH—1946—MSN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Missouri Valley Bcstg. Corp.
Business-Studio Address.....113 S. 7th St.
Phone Number 4-6346
Transmitter Location.....Hway. 59
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB, BMB
President.....Basil L. Kaufman
Gen., Sta. Mgr.....Ken Gooding
Commercial Manager.....Jack Fitzgerald
Sales Prom. Mgr.....Bill Burch
Program Director.....Allen Menefee
Production Director.....Walter Johnson
Publicity Director.....Gene Miller
Chief Announcer.....John Biliyeu
Musical Director.....Minor Clites
Chief Engineer.....Charles Weisemann
Farm Editor.....Bill Sharpe

KMOX

ST. LOUIS—1925—CBS

Frequency: 1120 Kc.....Power: 50,000 Watts
Owned-Oper. By..Columbia Bcstg. System, Inc.
Business-Studio Address.....401 So. 12th St.
Phone Number.....Central 8240
Transmitter Location .....Stallings
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Associated
Representative .....Radio Sales
Membership .....NAB, BMB
General Manager.....E. W. Shomo
Local Sales.....P. S. Anderson
National Spot.....C. Gilman Johnston
Sales Prom. Mgr.....W. W. Middleton
Program Director.....T. A. Bland
Production Director.....George M. Clare
Publicity Director.....Robert S. Holcomb
Musical Director.....Stan Daugherty
Chief Engineer.....Harry Harvey
Farm Editor.....Ted Mangner

KSD

ST. LOUIS—1922—NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By..The Pulitzer Publishing Co.
Business-Studio Address.....1111 Olive St.
Phone Number.....Main 1111
Transmitter.....Hway. 66, E. St. Louis, Ill.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Thesaurus
Representative.....Free & Peters
Membership .....NAB
President .....Joseph Pulitzer
General Manager.....George M. Burbach
Program Director.....Harold Grams
Commercial Manager.....Edward W. Hamlin

KSTL

ST. LOUIS—1948—IMS

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio St. Louis, Inc.
Business-Studio Address.....6 N. 7th St.
Phone Number.....MA. 0600
Transmitter Location.....999 So. Sixth St., E. St. Louis, Ill.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Standard
Membership .....NAB
President.....Frank E. Pellegrin
General Manager.....Ralph L. Stufflebam
Commercial Manager.....W. A. Knight
Program Director.....Edward M. Galloway
Chief Engineer.....John H. Fleet

KWK

ST. LOUIS—1927—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....KWK, Inc.
Bus.-Studio Address.....12th & Cole Sts.
Phone Number.....Main 9100
Transmitter Location.....500 Logan St., Baden
Air Time.....Unlimited
News Service.....AP
Representative.....Katz
President, General Mgr.....Robert T. Convey
V.P., Station Director.....Ray E. Dady
V.P., Comm. Dir.....V. E. Carmichael
Asst. Sta. Mgr., Pgm. Dir....John W. Tinnea
Merchandising Mgr.....Russell C. Kaiser
Production Mgr.....John Traxler
Publicity Director.....Fred J. Mueller
Chief Engineer.....N. J. Zehr

KXLW

ST. LOUIS—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By...St. Louis County Bcstg. Co.
Bus.-Studio Address.....8135 Forsythe Blvd.
Phone Number.....Delmar 1320
Transmitter Location.....8600 Manchester Rd.
Air Time.....6 a.m.-local sunset
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Forjoe
President.....Lee J. Sloan
Gen., Sta. Mgr.....S. E. Sloan
Commercial Manager.....Myles J. McNally
Pgm., Prod. Dir.....Pat O. Bradley
Publicity Director.....Edgar J. Mothershead
Chief Engineer.....Wallace E. St. Vrain

KXOK

ST. LOUIS—1938—ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By....Star-Times Publishing Co.
Business-Studio Address.....12th & Delmar
Phone Number.....CHestnut 3700
Transmitter Location.....Madison, Ill.
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service....Associated, Standard
Representative.....John Blair
Membership.....NAB, BMB
President.....Elzey Roberts
General Manager.....C. L. Thomas
Commercial Manager.....V. N. Springgate
Sales Promotion Manager....Foster H. Brown
Program Director.....Elmer Muschany
Production Director.....Robert Holt
Publicity Director.....Harry Renfro
Musical Director.....Robert Gotch
Chief Engineer.....Arthur F. Rekart
Farm Editor.....Charley Stookey

WEW

ST. LOUIS—1921

Frequency: 770 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The St. Louis University
Address.....3642 Lindell Blvd.
Phone Number.....FRanklin 5665
Air Time.....6 a.m.-local sunset
News Service.....INS
Transcription Service.....World, Standard, Lang-Worth
Representative.....John E. Pearson
Membership.....NAB, FMA
President (St. Louis U.)
Very Rev. Paul C. Reinert
General Manager.....Nicholas Pagliara
Commercial Manager.....Leonard Frankel
Program Director.....Don Lochner
Production Director.....Syl Binkin
Publicity (St. Louis U. Public Relations)
Chief Announcer.....O. J. McQuigg
Musical Director.....Ralph Stein
Chief Engineer.....Joseph A. Volk

WIL

ST. LOUIS—1922

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Missouri Bcstg. Corp.
Business-Studio Address.....Hotel Chase
Phone Number.....Rosedale 6200
Transmitter Location.....North Dupo, Il.
Air Time.....Unlimited
News Service.....AP
Transcription Service...Standard, Lang-Worth
Representative.....William G. Rambeau
Membership.....NAB
Pres., Gen., Sta. Mgr.....L. A. Benson
Commercial Manager.....R. M. Hetherington
Program Director.....Vern King
Publicity iDrector.....Mel Kampe
Chief Engineer.....Edward Goodberlet

KSGM

STE. GENEVIEVE—1947—KBS
BASEBALL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Donze Enterprises, nc.
Bus.-Studio Address.....245 Merchant St.
Phone Number.....580
Transmitter Location.....Maxwell Hill
Air Time.....6 a.m.-10 p.m.
News Service.....UP
President, General Manager....Elmer L. Donze
Commercial Manager.....Norbert B. Donze
Sales Prom. Mgr., Pub. Dir...Donald M. Donze
Program Director.....C. M. Poindexter
Prod. Dir., Chief Anncr.....Harry Stone
Musical Director.....William Donze
Chief Engineer.....Murel L. Rose
Farm Editor.....Jim Schot

KDRO

SEDALIA—1939—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Milton J. Hinlein
Bus.-Studio Address.....2100 W. Broadway
Phone Number 4004-5
News Service .....UP
Representative .....Forjoe
Membership .....NAB
President.....Milton J. Hinlein
General Manager.....Herbert W. Brandes
Commercial Manager.....James F. Glenn
Chief Engineer.....Leman E. Jones

KSIM

SIKESTON—1948—GRIESEDIECK

Frequency: 1400 Kc.....Power: 250 Watts
Owner-Oper....Sikeston Community Bcstg. Co.
Bus.-Studio-Transmitter Address..Hway. 60 W.
Phone Number 1
News Service .....AP
Representative.....H. C. Young
President.....Lyman R. Bowman, Jr.
Gen., Sta. Mgr.....H. C. Young
Commercial Manager.....Lee Martin
Pgm., Musical Dir.....Richard L. Watkins, Jr.
Chief Engineer.....Ralph L. Hirsch

KGBX

SPRINGFIELD—1926—NBC

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Springfield Bcstg. Co.
Bus.-Studio Address.....605 Boonville Ave.
Phone Number 4-2822
Transmitter Location....Bolivar Rd., Hiway 13
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Membership .....NAB
President.....Tams Bixby, Jr.
General Manager.....J.. Gordon Wardell
Program Director.....Carl Fox
Promotion Manager.....Dudley Morris
Chief Engineer.....E. Dennis White

KICK

SPRINGFIELD—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Kickapoo Prairie Bcstg. Co., Inc.
Address.....610 College St.
Phone Number 4-1561
Air Time .....Unlimited
News Service .....UP

MISSOURI

WHY IS AP THE BEST?

BECAUSE—AP members decide what AP shall be. Their decision has made AP unequalled in covering the news of the world...RAPIDLY...TRUTHFULLY ...FULLY...ACCURATELY.

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Chairman: Bruce Barrington—KXOK, St. Louis

Vice-Chairman: Jim Monroe—KCMO, Kansas City

Continuing Study Committee Chairman: Erle Smith—KMBC, Kansas City

MISSOURI

Transcription Service .....Standard
Representative .....McGillvra
President.....Floyd W. Jones
V.P., Gen. Mgr.....Charles E. Seiferd
Traffic Manager.....Betty Cole
Chief Engineer.....Lee E. Baker

KTTS

SPRINGFIELD—1941—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Independent Bcstg. Co.
Address.....Chamber of Commerce Bldg.
Phone Number 2-7474
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NAB, BMB
President.....J H. G. Cooper
Gen.-Sta.-Sales Prom. Mgr....G. Pearson Ward
Commercial Manager.....Bob Burke
Program Director.....Wendel Smith
Chief Engineer.....William F. Curry

KWTO

SPRINGFIELD—1933—ABC

Frequency: 560 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Ozarks Bcstg. Co.
Business-Studio Address....606 E. St. Louis St.
Phone Number 2-4422
Transmitter Location.....So. Fremont Rd.
Air Time.....4 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....NAB, BMB
Pres., Gen. Mgr.....Ralph D. Foster
Asst. Gen. Mgr.....Leslie L. Kennon
Promotion Manager.....Jean Lightfoot
Program Director.....Joe Slattery
Production Director.....Lou Black
Publicity Director.....Bill Bailey
Chief Engineer.....Fritz Bauer
Farm Editor.....Loyd Evans

KWRE

WARRENTON—1949

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Operated By.....W. T. Zimmerman
Address .....Warrenton
Phone Number 3701
Air Time .....Daytime
News Service .....UP
Transcription Service .....Thesaurus
Pres., Gen. Mgr.....W. T. Zimmerman
Commercial Mgr.....Wally Richter
Program Dir.....Norb Moore
Chief Engineer.....Calvin Morris

KWPM

WEST PLAINS—1947
KBS-MSN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Robert F. Neathery
Address.....E. Abe Taylor Blvd.
Phone Number 700
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Standard
President.....Robert F. Neathery
Commercial Manager....Fritze Williams Dixon
Program Director.....John Billingsley

MONTANA

Estimated Population 521,000—Increase —6.9%—Radio Homes 156,000
Radio Families 159,000—Stations in State 24

KANA

ANACONDA—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Mosby's, Inc.
Business Address.....Box 1470, Missoula
Phone Number 136
Studio-Transmitter Location.....Lincoln St.
Air Time.....7 a.m.-10 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
President.....A. J. Mosby
Comm., Sales Prom. Mgr.....T. L. Frayling
Program Director.....Helen M. Ryan
Chief Announcer.....Jack Penwell
Chief Engineer.....Kenneth Farrance

KBMY

BILLINGS—1946
MBS-INTERMOUNTAIN-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Billings Bcstg. Co.
Business Address.....Box 2124
Phone Number 3838
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NAB
General Manager.....Franz J. Robischon
Commercial Manager.....Ken Nybo
Pgm. Dir., Chief Anncr.....Charles Du Bois
Chief Engineer.....Theodore Hildebrand

KGHL

BILLINGS—1928—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By...Northwestern Auto Supply Co.
Business-Studio Address.....422 N. B'way
Phone Number 2222
News Service .....UP
Representative .....Katz
President.....C. O. Campbell
Gen., Comm. Mgr.....Edward Yocum
Prom. Mgr., Pgm. Dir.....M. V. Braunberger
Chief Engineer.....Jeff A. Kichli

KXLQ

BOZEMAN—1939
NBC-PACIFIC NORTHWEST Z NET

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KRBM Bcsters, Inc.
Business Address.....Bozeman
Phone Number 1420
Transmitter Location.....2½ Mi. E. of City
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....UP
Representative .....Walker
Pres., General-Station Mgr.....Ernest A. Neath
Commercial Manager.....J. Ray Bridges
Program Director.....Homer Stenersen
Chief Engineer.....Jack Provis

KBOW

BUTTE—1947—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Copper City Radio Co.
Address.....720 Yale Ave.
Phone Number 7429
Air Time .....Unlimited
News Service .....UP
Representative .....Donald Cooke
Membership .....NAB
Pres., Gen. Mgr.....Frank Reardon
Manager .....Don Anderegg
Traffic Manager.....Margaret Moran

KOPR

BUTTE—1948—ABC
INTERMOUNTAIN

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Copper Bcstg. Co.
Business-Studio Address.....Hotel Finlen
Phone Number 6546-7
Transmitter Location.....Beef Trail Heights
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President.....Frank C. Carman
General Manager.....Ed Cooney
Commercial Manager.....Milo Petersen
Program Director.....Bill Plummer
Production Director.....Steve Buck
Publicity Director.....Bill Curtis
Chief Announcer.....Steve Buck
Musical Director.....Jim Herrold
Chief Engineer.....Jim Skidmore

KXLF

BUTTE—1929—NBC-Z NET

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....KGIR, Inc.
Business Address.....Box 1956
Phone Number 2-2344
Studio Address .....Butte
Transmitter Location .....Nissler
Air Time .....Unlimited
News Service .....UP
Transcription Service...MacGregor, Keystone, Cole
Representative .....Walker
President.....E. B. Craney
Station Mgr., Prog. Dir.....Arne E. Anzjon
Comm., Sales Prom. Mgr.....George Weber
Program Director.....Al Plachta
Chief Engineer.....W. J. Provis

KYES

BUTTE—1949

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By....Treasure State Bcstg. Co.

KXGN

GLENDIVE—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Lewis Wiles Moore
Address.....S. Pearson St.
Phone Number 122
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Capitol
Membership .....NAB
General Manager.....Gordon Hutton
Commercial Manager.....Francis Clements
Program Director.....P. Ertresvaag
Chief Announcer.....Al Krief
Chief Engineer.....Don Powers

KFBB

GREAT FALLS—1922—CBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....Buttrey Bcst., Inc.
Bus.-Studio Address..607 First Natl. Bank Bldg.
Phone Number 4377
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NAB, BMB

President .....Fred Birch
General Commercial Mgr.....J. P. Wilkins
Program Director.....W. J. Towner
Chief Engineer.....Wilbur L. Myhre

K M O N

GREAT FALLS—1948
ABC-INTERMOUNTAIN

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Montana Farmer Bcstg. Co.
Business Address.....Box 1954
Phone Number 4382
Studio Address.....Tribune Bldg.
Transmitter Location.....5 Mi. S. of City
Air Time .....Unlimited
News Service .....AP
Representative .....Avery-Knodel
President .....Lester Cole
General Manager.....Robert H. Warner
Commercial Manager.....Frank W. Kaull
Program Director.....Jon D. Duffy
Studio Tech. Supervisor.....Henry B. Poole
Transmitter Supervisor.....Eugene B. Bunker

K X L K

GREAT FALLS—1947—NBC-Z NET

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Great Falls Bcstg. Co.
Bus.-Studio-Tramsmitter Address....Park Hotel
Phone Number 2-2453
Air Time.....7 a.m.-M.
News Service .....UP
Representative .....Walker
President.....J. R. Larcombe
General Manager.....Paul Hatton
Chief Engineer.....E. R. Kukkola

K A V R

HAVRE—1946—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KAVR, Inc.
Business-Studio Address.....P. O. Box 672
Phone Number 1240
Transmitter Location..1¼ Mi. E. of Havre on U. S. No. 2
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Keystone
Representative .....Cooke
President.....Jessica S. Longston
Gen., Sta. Mgr.....James L. Hamstreet
Commercial Manager.....John Derrick
Sales Prom. Mgr.....James Schroeder
Pgm., Prod. Dir.....Jean MacLean
Publicity Director.....Mirth Langor
Chief Engineer.....Tad Jones
Farm Editor.....James Preston

K O J M

HAVRE—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By..No. Montana Bcstg. Co.
Business-Studio Address..Box 70, Liberty Hotel Bldg.
Phone Number 1096-7
Transmitter Location....2½ Mi. N.E. of Havre on Shepard Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service....Associated, Standard
Representative .....Friedenberg
Membership .....NAB, BMB
President.....Dr. Francis W. Aubin
General., Sta. Mgr.....Larry Gordon
Commercial Manager.....Charlotte Brader
Chief Announcer.....James R. Saenger
Production Director.....Lindy Gordon
Chief Engineer.....George H. Bauer
Farm Editor.....Urcle Bailey

K F D W

HELENA—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Lewis & Clark Bcstg. Corp.
Address.....P. O. Box 592
Phone Number 4030
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Capitol, Associated
President.....Hon. Lee Metcalf
General Mgr.....George E. Wenstrom
Commercial Mgr.....James Crabbe
Program Dir.....Frank Russell
Chief Engineer.....Archer Taylor

K X L J

HELENA—1937—NBC-Z BAR

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Peoples Forum of the Air
Address.....1306 Eleventh Ave.
Phone Number 1240
Transmitter Location .....Helena
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB, BMB
President.....A. T. Hibbard
Station Mgr.....Barclay Craighead
Sales Prom. Mgr.....Carl Argabrite
Program Director.....Gene Hogan
Chief Engineer.....Ed Goodreau

K G E Z

KALISPELL—1927

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Donald C. Treloar
Business-Studio Address.....7 Main St.

Phone Number 331-2
Transmitter.....2½ Mi. S. on Hway. 93
Air Time .....Unlimited
News Service .....UP
Transcription Service. World, SESAC, Standard
Membership .....NAB, BMB
Pres., Gen.-Sta.-Comm. Mgr...Donald C. Treloar
Program Director.....Maurice Driscoll
Musical Director.....Les Sterling
Chief Engineer.....William H. Patterson
Farm Editor.....Glenn Millhouse

KXLO

LEWISTON—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Montana Bcstg. Co.
Bus.-Studio-Transmitter Address....E. Main St.
Phone Number 1210-1
Air Time.....6:30 a.m.-10:30 p.m.
News Service .....AP
Transcription Service .....World
Membership .....NAB
Pres., Gen., Sta. Mgr.....William G. Kelly
Pgm., Dir., Chief Anncr.....Bill Browning
Chief Engineer.....Ben K. Rush

KPRK

LIVINGSTON—1946—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Yellowstone Amuse. Co.
Business Address.....Box 952
Phone Number 1000
Transmitter-Studio Address.....E. Park St.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, SESAC
Membership .....NAB
Pres., Gen. Mgr.....Paul B. McAdam
Comm.-Sales Prom. Mgr.....Jack Hinman
Program Dir.....Jim Duncan
Chief Engineer.....Norm Penwell

KRJF

MILES CITY—1941
MBS-INTERMOUNTAIN-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Star Printing Co.
Business Address.....13 No. 6th
Phone Number 60
Transmitter-Studoi Location.....Haynes Ave.
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service.....World, KBS
Representative .....Avery-Knodel
Membership .....NAB, BMB
General Mgr.....W. F. Flinn
Sales Prom. Mgr., Pub. Dir.....Norm Engstrom
Pgm. Dir., Prod. Mgr.....Jim Carson
Chief Announcer.....Don Holen
Musical Dir.....Paul Rahders
Chief Engineer.....Charles Scofield

KGVO

MISSOULA—1931—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Mosby's, Inc.
Business-Studio Address.....127 E. Front St.
Phone Number 2155
Transmitter Location....5 Mi. SW of City on Hway 93 & 10
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB, BMB
President.....A. J. Mosby
Sales Prom. Mgr., Pgm., Prod. Dir. Marion E. Dixon
Chief Announcer.....James Robischon
Chief Engineer.....Clarence Touw

KXLL

MISSOULA—1948—NBC-Z NET-PNB

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Montana Assoc.
Business Address.....Box 1503
Phone Number 4114
Studio-Transmitter Location.....River Rd., Orchard Homes
Air Time.....6 a.m.-M.

MONTANA

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.

ROCKY MOUNTAIN ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

Director for Colorado and Wyoming: Douglas Kahle — KCOL, Fort Collins, Colo.

Director for Montana: Franz Robischon—KBMY, Billings, Mont.

MONTANA

News Service ..... UP
Representative ..... Walker
Pres., Gen., Sta. Mgr. ..... Pat M. Goodover
Commercial Mgr. ..... Frank Field
Publicity Director ..... Loven Palmer
Chief Engineer ..... Dave Green

KIYI

SHELBY—1947

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By .. Tri County Radio Corp.
Address ..... N. Marias Ave.
Phone Number 560
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... World, Keystone
Representative ..... William Grant
Membership ..... NAB
President ..... John J. Hurley
General Manager ..... Frank Krshka
Gen., Sta., Comm. Mgr. ..... L. R. Wing
Pgm., Prod. Dir. ..... George Potter
Publicity Director ..... Chester Neduesky
Chief Anncr., Farm Editor .... Richard Bannon
Chief Engineer ..... George Potter

KGCX

SIDNEY—1926—MBS-GNBS

Frequency: 1480 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... E. E. Krebsbach
Business Address ..... 109 So. Central Ave.
Phone Number 408
Studio Address ..... 109 So. Central Ave., Sidney, Mont.; Masonic Bldg., Williston, No. Dak.
Transmitter Location ..... 4 Mi. N. of City
Air Time ..... 5:30 a.m.-11 p.m.
News Service ..... UP
Transcription Service ..... Capitol
Membership ..... NAB, BMB
General Manager ..... E. E. Krebsbach
Station Mgrs. ..... (Sidney) Keith Krebsbach, (Williston) E. Clair Krebsbach
Program Director ..... Jerry Carlton
Production Director ..... Jay Spurgeon
Publicity Director ..... Bud Bailey
Chief Announcer ..... Ronald Dain
Chief Engineer ..... O. H. Halvorson
Farm Editor ..... Bill Corkins

NEBRASKA

Estimated Population 1,285,000—Increase —2.3%—Radio Homes 380,000
Radio Families 391,000—Stations in State 21

KCOW

ALLIANCE—1949

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By .... Sandhills Bcstg. Corp.
Address ..... 1030 W. Third St.
Phone Number 1300
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... SESAC, Thesaurus
President ..... Hansford Jaggers
Gen. Mgr., Chief Engr. ..... Charles R. Bilyue
Commercial Manager ..... Arnold E Kuhn

KWBE

BEATRICE—1949

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Blue Valley Bcstg. Co., Inc.
Address ..... 112½ N. 6th St.
Phone Number 1245
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... World, Cole
Pres., Gen., Comm. Mgr. ..... John Thorwald
Asst. Comm. Mgr. ..... D. Lahodny
Program Director ..... Paul Schupach
Promotion Manager ..... C. H. Brugha
Chief Engineer ..... Sam W. Engle

KCNI

BROKEN BOW—1949—MBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Custer County Bstg. Co.
Address ..... Broken Bow
Air Time ..... Unlimited
Mgr., Chief Engr. ..... Bud Crawford
Commercial Manager ..... George T. Backe

KJSK

COLUMBUS—1948

Frequency: 900 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... George Basil Anderson
Business Address ..... Box 460
Phone Number 5154
Studio-Transmitter Location ..... Columbus
Air Time ..... Sunrise-sunset
News Service ..... AP
Transcription Service ..... World, SESAC
Gen., Sta. Mgr. ..... George Basil Anderson
Program Director ..... Florence L. Anderson
Musical Dir., Farm Editor ..... Carl L. Rafferty
Chief Engineer ..... Harold Hardy

KFGT

FREMONT—1939
MBS-NEB. WIRELESS

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Oper. By....Walker Newspapers, Inc.
Business-Studio Address.....118 E. 5 St.
Phone Number 1060
Transmitter Location.....E. 16th St.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen. Mgr.....Lester A. Walker
Sta., Comm. Mgr.....William H. Baldwin
Sales Prom. Mgr., Pub. Dir....Helen Norwood
Program Director.....John R. Hanlon
Farm Editor.....Dan Jackson

KMMJ

GRAND ISLAND—1925—ABC

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KMMJ, Inc.
Business-Studio Address....Division at Cedar
Phone Number 703-4
Transmitter Location .....Phillips
Air Time .....Daytime
News Service .....UP
Transcription Service.....World, Cole
Representative .....Headley-Reed
Membership .....NAB, BMB
President .....Don Searle
General Manager.....Wick Heath
Asst. Gen.-Comm. Mgr.....Bill Martin
Sales Promotion Manager.....Rex Lathen
Pgm. Dir., Chief Anncr.....Orie Kerwood
Prod., Pub. Dir.....Joe Martin
Chief Engineer.....Eugene Seier
Farm Editor.....George Kister

KHAS

HASTINGS—1940—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Nebraska Bcstg. Co.
Address .....Tribune Bldg.
Phone Number 1745
Air Time .....Unlimited
News Service .....INS
Transcription Service .....Capitol
Membership .....NAB
President.....D. W. Clarke
Gen., Sta. Mgr.....Duane L. Watts
Comm., Sales Prom. Mgr.....Ted Cooper
Program Director.....Eddie Meyers
Chief Engineer.....Duane B. Allison
Farm Editor.....Cyril Bisk

KGFW

KEARNEY—1930—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Central Neb. Bcstg. Corp.
Business-Studio Address..Federal Annex Bldg.
Phone Number.....Business, 2-3541; Program, 3-1551
Transmitter Location .....Lakeside
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Capitol
Membership .....NAB
President, General Manager..Lloyd C. Thomas
Sta., Comm., Sales Prom. Mgr.
E. Anson Thomas
Prog.-Musical Dir.,.....Peg Biber
Prod. Dir., Farm Editor.....Jack Yeager
Publicity Director.....Jeanette Harrison
Chief Announcer.....Marvin Houtz
Chief Engineer.....Jack Lewis

KFOR

LINCOLN—1924—ABC-NEBR. NET

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Cornbelt Bcstg. Corp.
Business-Studio Address..Sixth Fl., Stuart Bldg.
Phone Number 2-6965
Transmitter Location.....48th & Vine Sts.
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service.....Capitol, Standard
Representative .....Edward Petry
Membership .....NAB, BMB
President .....James Stuart
V.P., Sta. Mgr.....Harry D. Peck
Prom.-Pub. Director.....Dale V. Berger
Program Director.....Robert Johnson
Publicity Director.....Dale V. Berger
Chief Announcer.....Aurum Bondarin
Musical Director.....Fleda Ziegenbein
Chief Engineer.....Charles W. Winkler

KLMS

LINCOLN—1949

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Lincoln Bcstg. Corp.
Address.....130 N. 10 St.
Phone Number 2-7579
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
President.....Howard A. Shuman
Gen., Prom. Mgr.....J. Russell Joynt
Program Director.....Del Brandt
Chief Engineer.....H. D. Brandt

KOLN

LINCOLN—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Bcstg. Co.
Business-Studio Address.....212 Federal Securities Bldg.
Phone Number 2-7218
Transmitter Location.....40th & W Sts.

Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....World
Representative.....Ra-Tel
President.....John K. Morrison
General Manager.....Paul R. Fry
Sta., Comm. Mgr.....W. B. Waugh
Program Director.....Edwin T. Smith
Chief Engineer.....M. J. Korinek

KBRL

McCOOK—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....The McCook Bcstg. Co.
Bus.-Studio-Transmitter Address....Hway 83 & "J" St.
Phone Number.....1450
Air Time.....6:30 a.m.-10:30 p.m.
News Service.....AP
Transcription Service.....Standard
Membership.....BMB, NAB
Owners....William J. Cox, LeRoy W. Lenwell, Edward Cooper & Arthur V. Henri
Gen.-Station Manager.....LeRoy W. Lenwell
Comm.-Sales Prom. Mgr., Publicity Director.....Robert A. Morris
Chief Engineer.....L. W. Lenwell
Farm Editor.....Harlan Beatty

WJAG

NORFOLK—1922

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Norfolk Daily News
Bus.-Studio Address...Norfolk Ave. & Sixth St.
Phone Number.....432
Transmitter Location.....3½ Mi. W. of Norfolk
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Walker
Membership.....NAB, BMB
President.....E. F. Huse
General Manager.....F. C. Asmus
Station Manager.....Art Thomas
Commercial Manager.....Vernon Stedry
Sales Prom. Mgr., Prod., Pub. Dir. Hollis Francis
Pgm. Dir., Chief Announcer.....Evans Meier
Chief Engineer.....Frank Wiedenbach

KODY

NORTH PLATTE—1930—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WOW, Inc.
Bus.-Studio-Transmitter Address..1521 W. 12th St.
Phone Number.....382
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....John Blair
Membership.....NAB, BMB
President.....John J. Gillin, Jr.
General-Station Mgr.....John Alexander
Local Sales Manager.....Joe di Natale
Program Director.....Ed Launer
Publicity Director.....Jerry Wing
Chief Announcer.....Bill Wood
Chief Engineer.....Jay Blakesley
Farm Editor.....Ed Launer

KBON

OMAHA—1942—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Bcstg. Co.
Business-Studio Add.....676 World Insurance Bldg.
Phone Number.....JAckson 6282
Transmitter Location.....2807 So. 38th St.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Associated
Representative.....Ra-Tel
Membership.....NAB
President.....John K. Morrison
V.P., General Manager.....Paul R. Fry
Station Manager.....Richard E. Welna
Commercial Manager.....Ernest S. Priesman
Sales Prom. Mgr., Pub. Dir.....Joe H. Baker
Production Director.....Richard F. Low
Chief Engineer.....Richard E. Welna

KFAB

OMAHA—1924—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Operated By.....KFAB Bcstg. Co.
Business-Studio Address....620 Farnam Bldg.
Phone Number.....Ja. 3420
Transmitter Location.....10 Mi. S. of Omaha
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Lang-Worth, SESAC
Representative.....Free & Peters
Membership.....NAB, BMB
President.....Fred S. Sidles
Gen., Sta. Mgr.....Harry Burke
Commercial Mgr.....Harold Soderlund
Sales Prom. Mgr., Pub. Dir.....Don Shoemaker
Program-Production Dir.....L. A. Miller
Musical Director.....Alene McKinney
Farm Editor.....W. E. Macdonald

KOIL

OMAHA—1925—ABC-NEBR. NET

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Central States Bcstg. Co.
Business-Studio Address....Omaha Natl. Bank Bldg.
Phone Number.....JAckson 7626
Transmitter Location.....Box 479, Council Bluffs, Ia.
Air Time.....Unlimited
News Service.....AP, INS

Transcription Service.....Capitol, Standard
Representative .....Edward Petry
Membership .....NAB, BMB
President .....James Stuart
Gen. Mgr. & Sales.....William J. Newens
Sales Promotion Manager...Charles Frandsen
Asst. Mgr., Pgm. Dir.....Virgil Sharpe
Musical Dir.....Elizabeth Baker
Chief Engineer.....Charles W. Winkler

KOWH

OMAHA—1922

Frequency: 660 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Mid-Continent Bcstg. Co.
Business-Studio Address.....15th & Farnam
Phone Number.....Atlantic 2228
Transmitter Location.....60th & Redmon
Air Time.....6 a.m.-local sunset
News Service.....AP, UP
Transcription Service.....Standard, World, Associated
Representative.....George P. Hollingbery
President.....Robert H. Storz
General Manager.....Todd Storz
Station Manager.....B. C. Corrigan
Program Director.....Gaylord Avery
Publicity Director.....Jack Sandler
Chief Announcer.....Jim O'Neill
Musical Director.....Margaret E. McGrath
Studio Supervisor.....Orville Weimer
Transmitter Supervisor.....N. P. Nelson
Farm Editor.....Adam Reinemund

WOW

OMAHA—1923—NBC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By..Radio Station WOW, Inc.
Business-Studio Address..280 Insurance Bldg.
Phone Number.....Webster 3400
Transmitter Location.....5500 Kansas Ave.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....Standard, World, Associated
Representative .....John Blair
Membership .....NAB, BMB
President, General Manager..John J. Gillin, Jr.
Sales Promotion Manager.....Bill Wiseman
Program Director.....Lyle DeMoss
Production Director.....Ray Olson
Chief Announcer.....Merrill Workhoven
Musical Director.....Morton Wells
Technical Supervisor.....Joseph Herold
Chief Engineer.....William J. Kotera
Farm Editor.....Mal Hansen

KNEB

SCOTTSBLUFF—1948

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Platte Valley Bcstg. Corp.
Business-Studio Address....Golden Rule Bldg.
Phone Number 1620
Transmitter Location.....1¼ Mi. S.E. of City
News Service .....AP
Transcription Service.....Capitol, World
Representative .....Hal Holman
Membership .....NAB
President.....John R. Jirdon
General-Station Mgr.....Russ M. Stewart
Commercial Manager.....Byron Joachim
Sales Prom. Mgr.....Wayne Elliott
Pgm., Musical Dir.....Warren McGaughey
Chief Engineer.....Bill Case

KOLT

SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Hilliard Co.
Business-Studio Address....1517½ Broadway
Phone Number 856
Transmitter Location.....2 Mi. W. of City
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Membership .....NAB
President, General-Sta. Mgr.....L. L. Hilliard
Commercial Manager.....Lew Hunter
Sales Prom. Mgr., Pub. Dir.....Red Davis
Pgm. Dir., Chief Anncr.....Bill Walter
Chief Engineer.....Harland Morrison

NEBRASKA

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.

NEBRASKA ASSOCIATED PRESS RADIO ASSOCIATION

Chairman: William J. Newens—KOIL, Omaha

Vice-Chairman: John Alexander—KODY, North Platte

Continuing Study Committee Chairman: William J. Newens—KOIL, Omaha

NEBRASKA

NEVADA

Estimated Population 174,000—Increase +57.7%—Radio Homes 45,500
Radio Families 47,000—Stations in State 9

KELK

ELKO—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Elko Bcstg. Co.
Address .....Hiway. 40
Phone Number 260
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....Standard
President .....Chris Sheerin
General Manager.....John J. Gammick
Program Director.....J. P. Nims
Chief Engineer.....A. H. Vogeler

KENO

LAS VEGAS—1940—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nevada Bcstg. Co.
Business Address.....Box 1310
Phone Number 1400
Studio-Transmitter Location.....The Strip, Hway. 91
Air Time.....4:30 a.m.-1:30 a.m.
News Service .....INS
Transcription Service .....Thesaurus
Representative.....W. S. Grant
General-Station Manager.....Maxwell Kelch
General Manager.....Maxwell Kelch
Commercial Mgr.....Thompson Magowan
Program Director.....L. A. Newsome, Jr.
Chief Engineer.....W. E. Berry

KLAS

LAS VEGAS—1948—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Las Vegas Bcstrs., Inc.
Address .....Box 1510
Phone Number 4646
Transcription Service .....Capitol
Representative .....Cooke, Scott
President.....C. L. McCarthy
General Manager.....Fred Stoye
Chief Engineer.....Ralph Dow

KRAM

LAS VEGAS—1948
MBS-INTERMOUNTAIN

Frequency: 920 Kc.....Power: 1000 Watts d.; 500 n.
Owned-Oper. By....Boulder City Bcstg. Corp.
Business-Studio Address.....Hotel Flamingo
Phone Number 920
Transmitter Location.....N. Las Vegas
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
President.....Edward J. Jansen
General-Station Mgr.....Truman B. Hinkle
Commercial Manager.....Frank Kim
Pgm. Dir., Sales Prom. Mgr.....Carl Paige
Publicity Director.....Hal Davis
Musical Director.....Havelyn Jones
Chief Engineer.....Fred Young

KATO

RENO—1946—MBS-DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Sierra Bcstg. Co.
Business-Studio Address.....Elks Bldg.
Phone Number 2-4501
Transmitter Location....6th & Cassinelli Rds.
Air Time.....6 a.m.-2 a.m.
Representative.....John E. Pearson
Membership .....NAB
President.....R. K. Wittenberg
General Manager.....Robert L. Stoddard
Commercial Manager.....Bob Tower

KOH

RENO—1928—NBC

Frequency: 630 Kc.....Power: 1000 Watts (C.P. 5000)
Owned-Oper. By.....McClatchy Bcstg. Co. of Nev.
Business-Studio Address....143 Stevenson St.
Phone Number.....Reno 5106
Transmitter Location .....Sparks
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President .....Eleanor McClatchy
Station Manager.....Hewitt Kees
Traffic Manager.....Amalia Ibarra
Chief Technician.....Wesley Craig

KOLO

RENO—1946—CBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Reno Bcstg. Co.
Business-Studio Address.....33 Sierra St.
Phone Number 2-4516
Transmitter Location .....Sparks
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative.....George P. Hollingbery
Membership .....NAB

President .....Dave McKay
General-Station Manager.....H. G. Wells
Comm.-Sales Prom. Mgr.....Jack Kehoe
Program Director.....Al Coon
Production-Publicity Director..Andy Chantlas
Chief Engineer.....Merle Peterson

KWRN

RENO—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Reno Newspapers, Inc.
Business-Studio Address.....Gazette Bldg.
Phone Number 6156
Transmitter Location .....Reno
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representatve .....Walker
Membershp .....NAB
President.....Merritt C. Speidel
General Manager.....Merrill Inch
Commercial Manager.....John A. Lang
Program Director.....Larry Shields
Chief Engineer.....Wilbur C. Comer

KXXL

RENO—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Station KXXL
Address .....Box 1329
Phone Number 3122

NEW HAMPSHIRE

Estimated Population 544,000—Increase +10.7%—Radio Homes 159,500
Radio Families 163,000—Stations in State 11

WMOU

BERLIN—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper...White Mountains Bcstg. Co., Inc.
Business-Studio Address.....40 Main St.
Phone Number.....Berlin 1797-8
Transmitter Location.....Hutchins St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Membership .....NAB
Pres., Gen. Mgr.....Charles S. Holbrook
Program Manager.....Wendell C. Mackenzie
Chief Engineer.....James F. Hennessey

WTSV

CLAREMONT—1948
MBS-YANKEE-GRANITE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite State Bcstg. Co.
Address.....221 Washington St.
Phone Number 1800
Air Time .....Unlimited
Transcription Service .....Lang-Worth
Representative .....Bannan, Bolling
President.....William J. Barkley
General Manager.....W. F. Rust, Jr.
Comm., Sales Prom. Mgr.....Fred Sterns
Pgm., Prod. Dir., Chief Anncr.....Dick Hill
Chief Engineer.....A. Davis

WKXL

CONCORD—1946—MBS-YANKEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Hon. Charles M. Dale
Business-Studio Address.....Eagle Hotel
Phone Number 4180
Transmitter Location.....Redington St.
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....World
Representative .....Bannan, Walker
Pres., Gen. Mgr.....Hon. Charles M. Dale
Asst. Mgr., Prog. Dir.....Thomas S. Pingree
Chief Announcer.....Win Blake
Chief Engineer.....George Davis

WKNE

KEENE—1941—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....WKNE Corp.
Business-Studio Address.....17 Dunbar St.
Phone Number 2080-1
Transmitter Location.....Stanhope Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Adam J. Young, Jr., Kettell-Carter
Membership .....NAB, BMB
Pres., Gen. Mgr.....Joseph K. Close
Asst. Comm. Mgr., Pgm. Dir. Robert M. Peebles
Sales Prom. Mgr.....Gale Bath
Publicity Dir.....Ruth R. Wade
Chief Announcer.....Ozzie Wade
Chief Engineer.....Ernest F. Batchelder, Jr.
Farm Editor.....Stacey Cole

WLNH

LACONIA—1922—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Northern Bcstg. Corp.
Business-Studio Address.....635 Main St.
Phone Number 2-300
Transmitter Location.....San Bornton
Air Time .....Unlimited
News Service .....AP
Representative .....Kettell-Carter
Membership .....NAB
Pres., Gen. Sta. Mgr.....Warren H. Brewster
Pgm., Prod. Director.....Al Maffie
Chief Engineer.....Walter Avery

WFEA

MANCHESTER—1932—CBS

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....N. H. Bcstg., Inc.
Business-Studio Address.....286 Franklin St.
Phone Number 5-5491
Transmitter Location .....Merrimack
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Adam J. Young, Jr., Kettell-Carter
Membership .....NAB, BMB
President .....Morris Silver
Commercial Manager.....Saul Gross
Gen., Sta. Mgr.....Frank Journay
Production Director.....Frank Finning
Chief Announcer.....Gerald Kearney
Chief Engineer.....Reginald Schow

WKBR

MANCHESTER—1946
MBS-YANKEE-GRANITE STATE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite State Bcstg., Inc.
Address.....155 Front St.
Phone Number 44075
Air Time.....6:30 a.m.-12:30 a.m.
News Service .....UP
Transcription Service .....Capitol
Representative .....Bannan, Bolling
President.....W. J. Barkley
General Manager.....W. F. Rust, Jr.
Comm., Sales Prom. Mgr.....Ralph Gottlieb
Pgm. Dir., Chief Anncr.....Norman Bailey
Publicity Dir.....William Carlisle
Chief Engineer.....Royston Phillips

WMUR

MANCHESTER—1941—ABC

Frequency: 610 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....The Radio Voice of New Hampshire, Inc.
Business-Studio Address.....1819 Elm St.
Phone Number .....Ma. 5-5788
Transmitter Location.....Front St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Weed
Membership .....NAB, BMB
President, Owner.....Francis P. Murphy
General Manager.....Hervey Carter
Production Dir.....Bernie Mack
Musical Dir.....Bertram Colter
Chief Engineer.....Vincent Chandler
Farm Editor.....Robert Webster

WOTW

NASHUA—1947—GRANITE STATE

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Nashua Bcstg. Corp.
Bus.-Studio-Transmitter Location.....Lund Rd.
Phone Number 5000
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Representative .....Bertha Bannan, Walker
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Arthur A. Newcomb
Asst. Gen. Mgr.....Angeline Kopka
Program Dir.....Paul Keefe
Chief Engineer.....Robert C. Bingham

NEW HAMPSHIRE

WHY IS AP THE BEST?

BECAUSE— AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

NEW ENGLAND ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

President: Leland Bickford — Editor-in-Chief, Yankee Network, Boston

Secretary: L. P. Yale—AP Chief of Bureau, Boston

Directors for New Hampshire: Arthur Rothafel—WLNH, Laconia; Tom Power —WMUR, Manchester.

NEW HAMPSHIRE

WHEB
PORTSMOUTH—1932
MBS-YANKEE

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WHEB, Inc.
Bus.-Studio-Transmitter Address..Lafayette Rd.
Phone Number 4080
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Representative.....Walker, Bertha Bannan
President.....Hon. Charles M. Dale
Asst. Mgr.....Keith S. Field
Commercial Manager..William A. Dawson, Jr.
Program Dir.....Lucien Dumont
Chief Announcer.....William I. Elliot
Musical Director.....Russ Reardon
Chief Engineer.....Anthony Vaccaro

WWNH
ROCHESTER—1948
GRANITE STATE

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By....Strafford Bcstg. Corp.
Address.....Rochester Hill Rd.
Phone Number 1400-1
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Capitol
Representative .....Bolling, Bannan
Membership .....NAB
Pres., Sta. Mgr.....A. J. K. Malin
Commercial Mgr.....M. C. Ball
Program Dir.....Robert Holmes
Production Dir.....H. Martin
Publicity Dir.....M. Verette
Chief Announcer.....Paul Daniels
Musical Dir.....M. L. Malin
Chief Engineer.....E. J. Babkes

NEW JERSEY

Estimated Population 4,873,000—Increase +17.1%—Radio Homes 1,324,000
Radio Families—1,356,000—Stations in State 18

WCAP
ASBURY PARK—1926—SBN

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Operated By..Radio Industries Bcst. Co.
Business-Studio Address.....601 Bangs Ave.
Phone Number.....Asbury Park 1-1310
Transmitter Location.....Bangs Ave., Neptune
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World, Capitol
Membership .....NAB, BMB
President .....Ralph Froese
Gen., Sta. Mgr.....Gene Milner
Commercial Mgr.....Wally Reid
Pgm. Dir., Farm Editor.....Irving Smith
Prod., Musical Dir.....Cal Monroe
Publicity Dir.....Ken Leslie
Chief Announcer.....George Hudson
Chief Engineer.....Matthew Porter

WBAB
ATLANTIC CITY—1940—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Press-Union Publishing Co.
Business Address.....1900 Atlantic Ave.
Phone Number.....Atlantic City 5-1111
Studio-Trans. Address..Absecon Blvd. & Beach Thorofare, 1900 Atlantic Ave.
Air Time.....7 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NAB, BMB
President.....Albert J. Feyl
Gen.-Sta.-Comm. Mgr...Monroe L. Mendelsohn
Prog. Dir., Chief Announcer..Ralph Shoemaker
Chief Engineer.....Earle Godfrey
Farm Editor.....Bern Penrose

WFPG
ATLANTIC CITY—1940—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Neptune Bcstg. Corp.
Business Address..Union Trust Bldg., Steubenville, O.
Phone Number.....Steubenville 2-6265
Studio Address.....Steel Pier
Transmitter Location.....Venice Park
Air Time .....Unlimited
News Service .....UP
Transcription Service .....MGM
Representative .....Ra-Tel
Membership .....NAB
President.....John J. Laux
General Man.....Fred Weber
Commercial Mgr.....Wm. C. Byrnes, Jr.
Sales Prom. Mgr.....William Franks
Program Dir.....Al Owen
Publicity Dir.....Lydia I. Hawksley
Chief Announcer.....Edward Davis
Chief Engineer.....Blair K. Thron

WMID
ATLANTIC CITY—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Mid-Atlantic Bcstg. Co., Inc.

Business-Studio Address.....Convention Hall
Phone Number.....4-1340, 4-7131
Transmitter Location.....Absecon Blvd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....Forjoe
President.....Earl M. Johnson
General Mgr.....David H. Freedman
Station Mgr.....Juan Caloca
Comm. Sales Prom. Mgr.....Albert A. Cormier
Pgm., Prod., Pub. Dir. .....Bob Ardrey
Chief Announcer.....Bob Brown
Musical Director.....Irv. Miser
Chief Engineer.....Bernard Singer

WSNJ

BRIDGETON—1937—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern States Bcstg. Co.
Address .....Bridgeton
Phone Number 1600
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Thomas Clark
Membership .....FMA
President.....Senator Elmer H. Wene
General-Station Manager.....Paul Alger
President.....Elmer H. Wene
Comm., Sales Prom. Mgr.....Jerry Alden
Publicity Dir.....Arthur Scholz
Pgm., Prod. Dir.....Joe McCulley
Chief Announcer.....Earl Becktel
Chief Engineer.....Francis Fekel
Farm Editor.....Don Hart

WCAM

CAMDEN—1924

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Operated By.....City of Camden
Business-Studio Address.....City Hall
Phone Number.....Emerson 5-5600
Transmitter Location.....Civic Center
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Standard, Capitol
Membership .....NAB
Director (Municipally owned)
Mayor George E. Brunner
Managing Dir.....Willard C. Schriver
Commercial Mgr.....Morton Lowenstein
Sales Prom. Mgr., Pub. Dir....John J. Kennedy
Pgm., Prod. Dir.....Robert Swanson
Chief Engineer.....Clarence E. Owens

WKDN

CAMDEN—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....So. Jersey Bcstg. Co.
Business Address.....Radio Park
Phone Number.....EM 5-7200
Studio Address.....2881 Mt. Ephraim Ave.
Air Time .....Daytime
News Service .....AP
Transcription Service.....Associated, SESAC
Pres., Gen. Mgr.....Ranulf Compton
Program Director.....Edwin W. Tucker
Chief Engineer.....E. Phillip Steen

WHOM

JERSEY CITY

(See Listing, New York, N. Y.)

WMTR

MORRISTOWN—1948

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Operated By....Morristown Bcstg. Co.
Address.....P. O. Box 315, Park Square Bldg.
Phone Number.....MO 4-5700
Studio Address.....10 Park Pl.
Transmitter Location.....Hanover Township
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....Associated
Membership .....NAB
President.....George S. Croy
Station Mgr.....Kenneth A. Croy
Commercial Mgr.....Clement T. Lowden
Program Director.....Jack Allen Potts
Chief Engineer.....Rudolph C. Prow
Farm Editor.....Merrill Morris

WAAT

NEWARK—1921

Frequency: 970 Kc.....Power: 5000 d., 1000 n.
Owned-Operated By.....Bremer Bcstg. Corp.
Business-Studio Address....Television Center
Phone.....Mitchell 2-6400; BArcklay 7-8216
Transmitter Location .....Kearny
Air Time.....7 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....Weed
President, Gen. Mgr.....Irving R. Rosenhaus
V.P., National Sales.....E. S. Lennon
V.P., Local Sales.....A. B. Schillin
Promotion Director.....James Sondheim
Program Director.....George Green
Public Relations Director...Roland Trenchard
Director, Educ. Activities.Robert B. Macdougall
Musical Director.....Jay Stanley
V.P., Engineering.....Frank V. Bremer

WHBI

NEWARK—1922

Frequency: 1280 Kc.....Power: 2500 Watts d.; 1000 Watts n.
Owned-Operated By....May Radio Bcst. Corp.
Business-Studio Address.....100 Shipman St.
Phone Number.....Mitchell 2-7354

Transmitter Location.....155 Washington St.
Air Time .....Unlimited
Membership .....NAB
Pres., Gen. Mgr.....James L. Shearer
Station-Comm. Manager.....William Masi
Chief Engineer.....Herman Foster

WNJR

NEWARK—1947

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By..North Jersey Radio, Inc.
Business-Studio Address.....91 Halsey St.
Phone Number.....MArket 3-2700
Transmitter Location .....Union
Air Time.....7 a.m.-M.
News Service.....INS, UP
Transcription Service.....World, Capitol
Representative .....Rambeau
Membership .....NAB
President.....Edward W. Scudder, Jr.
Gen., Sta. Mgr.....Harry D. Goodwin
Comm., Sales Prom. Mgr.....C. G. O'Neill
Program Director.....Steven Van Gluck
Production Director.....G. Thomas Marshall
Publicity Director.....James R. Ryall
Chief Engineer.....Peter Testan
Farm Editor.....Will Peigelbeck

WVNJ

NEWARK—1948—NJSN

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Newark Bcstg. Corp.
Business-Studio Address.....45 Central Ave.
Phone Number.....Mitchell 3-7600
Transmitter Location .....Livingston
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service...Lang-Worth, Standard
Membership .....NAB
V.P., Gen.-Comm Mgr.....Ivon B. Newman
Station Manager.....Helen Sutton Newman
Publicity Director.....Walter Kaney
Chief Engineer.....Bernard Kellom

WCTC

NEW BRUNSWICK—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Chanticleer Bcstg. Co.
Business-Studio Address.....385 George St.
Phone Number.....Charter 7-1450
Transmitter Location.....Highland Park
Air Time.....7 a.m.-11 p.m.
News Service .....Transradio
Transcription Service.....Associated, World
Membership .....NAB, BMB
Pres., Gen. Mgr.....James L. Howe
Commercial Manager.....Robert Bell
Sales Promotion Manager.....Edith Brandt
Program Director.....Nat Shoehalter
Chief Engineer.....Robert L. Williams

NEW JERSEY

WHY IS AP THE BEST?

BECAUSE—AP is more experienced than any other news service . . . more than 100 years collecting and distributing news.

NEW JERSEY ASSOCIATED PRESS RADIO ASSOCIATION

President: Edwin Tucker—WKDN, Camden
Vice-President: Roland Trenchard — WAAT, Newark
Secretary: Sam Blackman—AP Chief of Bureau

NEW JERSEY

W
V
N
J

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The most for your dollar in the metropolitan area

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WPAT

5000 WATTS
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Included in WPAT'S
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are such markets as

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Newark
Jersey City
Passaic
Elizabeth
Hackensack
Hoboken
Union City
and
New York City*

WPAT

Paterson, New Jersey

New York — Penn. 6-2945

owned and operated by
The Herald News, Passaic-Clifton, N. J.

*Included in WPAT's Primary Coverage Area is Metropolitan New York and New Jersey—the greatest market in the United States.

W P A T

PATERSON—1941

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By..North Jersey Bcstg. Co., Inc.
Business-Studio Address.....66 Hamilton St.
Phones...Armory 4-3400, Pennsylvania 6-2945
Transmitter.....Broad at Hepburn Rd. Clifton
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Associated
Membership .....NAB
Chairman of Board.....Dow H. Drukker
President .....Richard Drukker
Exec. V.P., Sales, Pgming.....Herman M. Bess
Exec. V.P., Gen. Mgr.....James V. Cosman
Asst. V.P., Chief Engineer.....Earl F. Lucas
Publicity Dir.....Elaine Starr

W T N J

TRENTON—1928

Frequency: 1300 Kc.....Power: 250 Watts d.
Owned-Operated By.....WOAX, Inc.
Business-Studio Address....416 Bellevue Ave.
Phone Number 8149
V.P., General Manager.....F. J. Wolff

W T T M

TRENTON—1942—NBC

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Trent Bcst. Corp.
Business-Studio Address.....541-43 E. State St.
Phone Number 5-8515-6-7-8
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Forjoe
Membership .....NAB
President.....Hon. Elmer H. Wene
General Manager.....Carl Mark
Commercial Manager.....Fred L. Bernstein
Sales Prom. Mgr.....Alfred J. Barker
Program Director.....William R. Griffin
Chief Engineer.....Theodore P. Kilmer

W W B Z

VINELAND—1945

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper....Community Bcstg. Service, Inc.
Business-Studio Address.....633 Wood St.
Phone Number.....VIneland 7-1360
News Service .....UP
Transcription Service .....World
Representative .....McGillvra
President.....Joseph M. Bullock
General Manager.....Fred M. Wood
Program Director.....Dorothy H. Carlson
Chief Engineer.....C. V. Mullen

NEW MEXICO

Estimated Population 589,000—Increase +10.8%—Radio Homes 158,000
Radio Families 171,000—Stations in State 20

KGGM

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....New Mexico Bcstg. Co.
Business Address.....P. O. Box 1294
Phone Number 4543
Studio Address.....Kimo Theater Bldg.
Transmitter Location.....So. 2nd St.
Air Time .....Unlimited
News Service.....UP, AP
Transcription Service .....World
Representative .....Taylor-Borroff
Pres., Gen. Station Mgr.....A. R. Hebenstreit
Commercial Manager.....Jack Skillen
Pgm., Prod., Pub. Dir.....Robert Van Driel
Chief Announcer.....Richard T. Coleman
Chief Engineer.....Leonard F. Dodds

KOAT

ALBUQUERQUE—1946
ABC-ZIA NET

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Rio Grande Bcstg. Co., Inc.
Business-Studio Address.....122 S. Tulane
Phone Number 5-5501
Transmitter.....2000 W. Indian School Rd.
Air Time .....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Capitol
Representative .....McGillvra
President.....A. E. Buck
Gen.-Sta. Mgr.....Merle H. Tucker
Commercial Manager.....Robert Sabin
Program Director.....B. J. Fitzpatrick
Chief Announcer.....Rollie Melville
Chief Engineer.....William Carman

KOB

ALBUQUERQUE—1920—NBC-MBS

Frequency: 770 Kc....Power: 50,000 Watts d.; 25,000 Watts n.
Owned-Oper. By.....Albuquerque Bcstg. Co.
Bus.-Studio Address.....Fifth & Silver
Phone Number 4411
Transmitter Location .....Alameda
Air Time .....6 a.m.-M.
News, Service.....AP, INS
Transcription Service .....Thesaurus
Representative.....Free & Peters
Pres., Gen. Mgr.....T. M. Pepperday
Station Manager.....Bob Seal
Comm. Mgr.....Charles Teas
Program Dir.....Rolf S. Nielsen
Publicity Director.....Jean Toncre
Chief Announcer.....Robert A. McCoy
Musical Director.....Noel Martin
Chief Engineer.....George S. Johnson

KVER

ALBUQUERQUE—1947
MBS-GREAT WEST-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Air, Inc.
Business-Studio Address....317 N. Broadway, Box 1388
Phone Number 3-1744
Transmitter Location.....Old Albuquerque
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....MGM
Representative .....Forjoe
Membership .....NAB
Pres., Gen. Mgr.....William T. Kemp
Commercial Manager.....Paul A. Kehle
Station Manager.....Keith Tye
Asst. Mgr.....John H. Morrison
Program Director.....Al Mann
Production Dir. & Asst. Mgr.....Ralph Henry
Publicity Director.....Edith Hoffman
Chief Announcer.....Connie Alexander
Musical Director.....Mac Vernon
Chief Engineer.....Fred Timm
Farm Editor.....Cecil Pragnell

KSVP

ARTESIA—1946—KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Artesia Bcstg. Corp.
Business-Studio Address.....Box 445
Phone Number 650
Transmitter Location.....South Roselawn
Air Time.....7 a.m.-10 p.m.
News Service .....AP
Transcription Service .....Standard
President.....Martin Yates III
Gen., Sta., Sales Prom. Mgr....David M. Button
Commercial Manager.....Wayne Griffin
Chief Engineer.....Robert Meeker

KENE

BELEN—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Belen Bcstg. Corp.
Address.....P. O. Box 604
Phone Number 3021
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Lang-Worth, SESAC
President.....T. B. Stribling
General Manager.....D. H. Crandal
Commercial Manager.....H. R. Granger
Program Director.....Ken Gilmore
Chief Engineer.....W. C. Weeks

KAVE

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Carlsbad Bcstg. Corp.
Business-Studio Address.....800 S. Canal St.
Phone Number 244
Transmitter Location.....3 mi. SW City
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Taylor-Boroff
President .....Val Lawrence
General-Station Mgr.....Norman R. Loose
Commercial Manager.....Richard E. Doyle
Program Director.....Alexander Pitcaithley
Chief Engineer.....William Sene

KICA

CLOVIS—1933—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Hugh DeWitt Landis, R. B. McAlister
Operated By.....R. B. McAlister
Business Address.....Box 111
Phone Number 3
Studio Address.....520 Pile St.
Transmitter Location.....Hillcrest Park
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....MacGregor
Representative.....Continental Radio Sales
Membership .....NAB
President.....Hugh DeWitt Landis
General-Station Mgr.....R. B. McAlister
Commercial Manager.....Don Boles
Sales Promotion Manager...Sammy Goodman
Program Director.....John Kirkwood
Chief Announcer.....Harold Cook
Musical Director.....Joni Nieves
Chief Engineer.....Vernon Hughes

KGAK

GALLUP—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Rio Grande Bcstg. Co.
Business-Studio Address.....114 E. Cole Ave.
Phone Number 1177
Transmitter Location.....1½ mi. E. City
Air Time.....7 a.m.-9 p.m.
News Service .....UP
Transcription Service .....Capitol
Representative .....Donahue
Membership .....NAB
President .....Al Buck
General Manager.....Merle H. Tucker
Station Manager.....Charles M. Butler
Commercial Manager.....Larry Hoffman
Program Director.....Lou Emerson
Chief Engineer.....James P. Suptic

KWEW

HOBBS—1938
MBS-KBS-SOUTHWEST

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....W. E. Whitmore
Business-Studio Address.....116 E. Dunham
Phone Number.....495
News Service .....UP
Transcription Service..MacGregor, Lang-Worth
Representative .....Taylor-Borroff
President.....W. E. Whitmore
General Manager.....Harry McAdams
Commercial Manager.....Phil McGee
Program Director.....Dortha A. Montgomery
Chief Engineer.....Roy Evans

KCHS

HOT SPRINGS—1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Sierra Bcstg. Co., Inc.
Business-Studio Address.....401 Broadway
Phone Number 161
Transmitter Location.....Yucca Heights
Air Time.....6:30 a.m.-10 p.m.
News Service .....UP
Transcription Service .....Capitol
Representative.....Continental Radio Sales
Pres., General Manager....Leonard R. Trainer
Station Manager.....Beulah M. Shirk
Commercial Manager.....William Malloy
Program Director.....Catherine L. Perry
Chief Engineer.....Russell A. Walz

KOBE

LAS CRUCES—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mesilla Valley Bcstg. Co.
Bus.-Studio Address.....Main & Picacho Ave.
Phone Number 205
Transmitter Location.....W. Amador Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
President .....Charles Hill
General-Station Mgr.....Harry H. Stair
Program Director.....L. S. Sleppy
Chief Engineer.....K. M. Dean

KFUN

LAS VEGAS—1941—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Southwest Bcsters, Inc.
Business Address.....Box 710
Phone Number 12
Transmitter Location.....½ mi. E. City
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Standard
Representative.....Hil F. Best
Pres., Gen.-Station Mgr.....Ernest N. Thwaites

Program Director.....Dorothy G. Thwaites
Chief Engineer.....A. F. Schultz

K R T N

RATON—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Southwest Bcsters, Inc.
Business Address.....Box 710, Las Vegas; Box 767, Raton
Phone Number 875
Studio-Transmitter Address.....1128 State St.
Air Time.....7 a.m.-10 p.m.
News Service .....UP
Transcription Service.....Standard, World
Representative.....Hil F. Best
Pres., Gen. Manager.....Ernest N. Thwaites
Station Manager.....Stanley K. Brown
Chief Engineer.....A. F. Schultz

K G F L

ROSWELL—1927—MBS-SW. N-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KGFL, Inc.
Business-Studio Address....310 N. Richardson
Phone Number 2000
Transmitter Location.....511 W. 16th St.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Taylor-Boroff
Membership .....NAB, BMB
Pres., General Manager.....W. E. Whitmore
Commercial Manager.....G. F. Roberts
Program Director.....Almarie Old Field
Chief Engineer.....Eugene Rader

K S W S

ROSWELL—1947—ABC-ZIA NET

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....McEvoy Bcstg. Co.
Bus.-Studio Address.....Radio Center
Phone Number 2400
Transmitter Location.....19th & Railroad Sts.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
Membership .....NAB
President.....Paul B. McEvoy
General Station Manager.....John A. McBoyle
Comm. Sales Prom. Mgr.....M. J. Montgomery
Sales Promotion Manager.....John L. Meyers
Prod., Farm Editor.....George R. Walsh
Chief Announcer.....Tom Foulkes
Chief Engineer.....Ray R. Summersgill

K T R C

SANTA FE—1946—ABC-ZIA NET

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Rio Grande Bcstg. Co., Inc.
Bus. Address.....P. O. Box 1715
Phone Number 3003
Studio-Transmitter Address.....210 E. Marcy
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Capitol
Representative .....McGillvra
Membership .....NAB, BMB
President.....A. E. Buck
General Manager.....Merle H. Tucker
Station, Commercial Manager...Hugh M. Gray
Sales Promotion Manager.....A. Paul Theil
Prod. Dir., Chief Announcer.....Ross Taylor
Publicity Director.....Bobby Berg
Chief Engineer.....Odel Nickelson

K V S F

SANTA FE—1935—CBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sante Fe Bcstg. Co.
Business-Studio Address.....759 Cerrillos Rd.
Phone Number 2020
Transmitter Location.....Lower Alameda St.
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service .....World
Representative .....Taylor-Borroff
President.....A. R. Hebenstreit
General Manager.....Ivan R. Head
Program, Prod. Dir.....Jim Maize
Musical Dir.....Bill Reitmann
Chief Engineer.....E. J. Vanderwood

K S I L

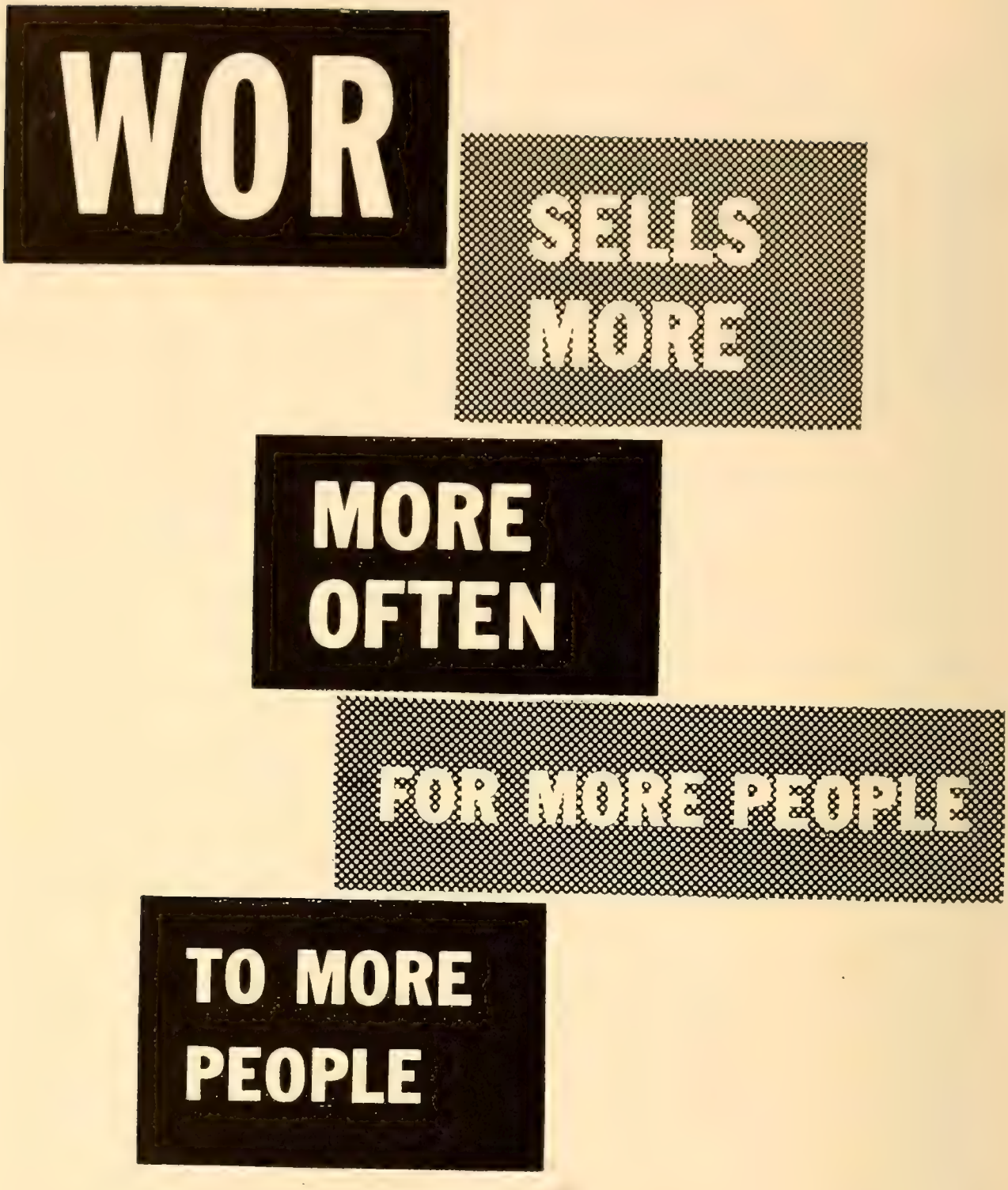
SILVER CITY—1946—CBS-SW. NET

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Dorrance D. Roderick
Bus.-Studio-Transmitter Address..17th & Cactus St., P. O. Box 590
Air Time.....6 a.m.-11:15 p.m.
News Service .....AP
Representative .....Taylor-Borroff
General Manager.....Carl Dunbar
Gen. Adv. Mgr.....R. C. Hughes
Program Director.....Ed Duty

K T N M

TUCUMCARI—1941—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The McMa Agency
Business Address.....Box 668
Phone Number 100
Studio Address.....Second & Main Sts.
Transmitter Location....Outside E. City Limits
Air Time.....6 a.m.-10:30 p.m.
News Service .....UP
Partners.....Grady Maples, R. B. McAlister
Gen. Sta., Comm. Mgr.....Grady Maples
Pgm. Dir., Chief Announcer...Richard D. Wood
Chief Engineer.....David Fred White, Jr.



than any other
station
in the United States!

NEW YORK

Estimated Population 14,392,000—Increase +6.9%—Radio Homes 4,203,000
Radio Families 4,287,000—Stations in State 92

WABY

ALBANY—1934

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Adirondack Bcstg. Co., Inc.
Business-Studio.Strand Bldg., 110 No. Pearl St.
Phone Number 4-4193
Transmitter Location....Braintree St., Colonie
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Everett-McKinney
Membership .....NAB
President.....A. J. McDonald
General-Station Manager.....Russell B. Wilde
Comm.-Sales Prom. Mgr...Michael Danyla, Jr.
Prog.-Musical Director.....Ned Trudeau
Chief Announcer.....Bill Phillips
Chief Engineer.....James H. Corey

WOKO

ALBANY—1924—UBS

Frequency: 1460 Kc.....Power: 1000 d., 500 n.
Owned-Oper. By....Gov. Dongan Bcstg. Corp.
Bus.-Studio Address.....Hotel Wellington, 136 State St.
Phone Number 3-6638
Transmitter Location.....Central Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Standard, SESAC
Representative .....Cooke
President, General Mgr.....James T. Healey
Commercial Manager.....A. Kellert
Program Director.....Paul Baron
Chief Announcer.....Lyle Bosley
Musical Director.....Gordon Seaman
Chief Engineer.....Al Sardi

WPTR

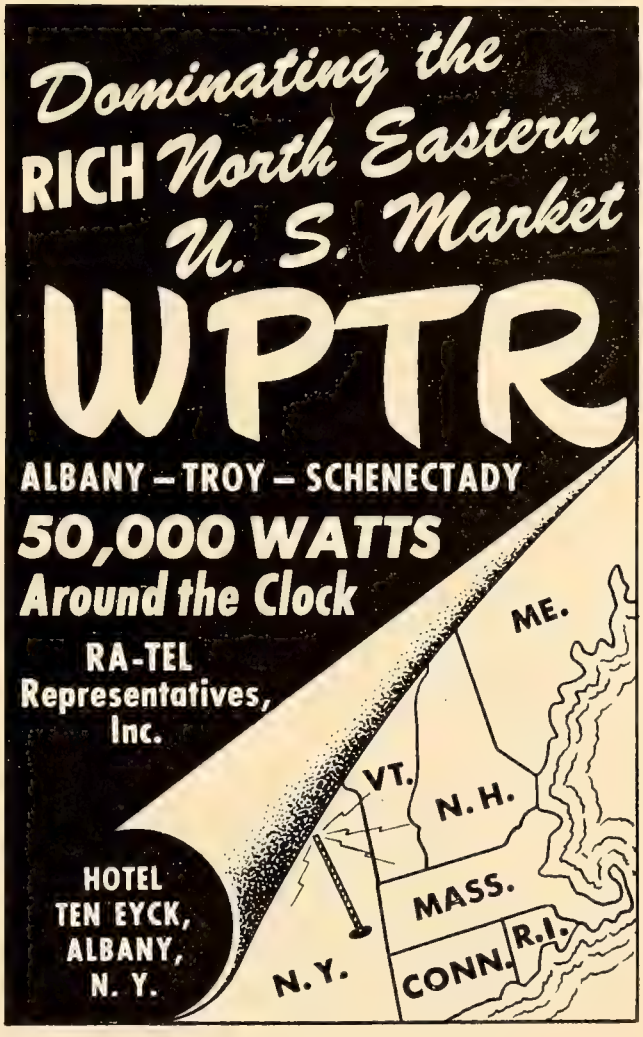
ALBANY—1948

Frequency: 1540 Kc.....Power: 50,000 Watts
Owned-Operated By...Patroon Bcstg. Co., Inc.
Business-Studio..87 State St., Hotel Ten Eyck
Phone Number.....5-3345, 5-5422
Transmitter Location.....Middle Rd., Colonie
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service.....Capitol, SESAC
Representative.....William G. Rambeau
Membership .....NAB
President.....J. Myer Schine
General, Station Manager....Fred R. Ripley
Program Director.....Howard W. Maschmeier
Prod. Dir., Chief Announcer...Glen E. Walrath
Musical Director.....Frank D'Armond
Chief Engineer.....Dwelle S. Hoag
Farm Editor.....G. Ellis Barrett

WROW

ALBANY—1947—MBS

Frequency: 590 Kc.....Power: 5000 d., 1000 n.
Owned-Oper. By....Hudson Valley Bcstg. Co.
Business-Studio Address.....112 State St.
Phone Number.....ALbany 3-2225
Transmitter Location....Route 9W, So. of City
Air Time.....6 a.m.-1 a.m.
News Service.....INS, UP
Transcription Service .....World
Representative .....Bolling
Membership .....NAB, BMB
President.....Dr. John J. Quinlan
General-Station Mgr.....Harry L. Goldman
Station Manager.....Johnny Lee
Comm., Sales Prom. Mgr.....Leo Rosen
Traffic Manager.....Florence Ryan
Chief Engineer.....Charles Heisler



WXKW

ALBANY—1948—ABC

Frequency: 850 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Champlain Valley Bcstg. Corp.
Business-Studio Address.....444 Broadway
Phone Number 6-7676
Transmitter Location .....Selkirk
Air Time.....5:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Katz
Membership .....NAB, BMB
President, Gen. Mgr.....Stephen R. Rintoul
Commercial Manager.....Gren Rand
Sales Prom. Mgr., Pub. Dir..Eugene Fitzpatrick
Program Director.....Fred Daiger
Production Director.....Walter Neals
Chief Engineer.....George Wetmore

WCSS

AMSTERDAM—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Community Service Bcst. Corp.
Bus.-Studio-Transmitter Address..Upper Locust Ave.
Phone Number 4000

YOU CAN'T HIT THE AMSTERDAM TARGET WITHOUT WCSS!

*Morning . . . 33.8

*Afternoon . . . 40.1

*Evening . . . 36.6

* Crossley Report for Amsterdam May-June, 1949.

WCSS

250 watts day and night

Amsterdam, New York

Air Time .....Unlimited
News Service.....INS, UP
Transcription Service .....World
Membership .....NAB
Pres., Gen., Sta. Mgr.....Cecil Woodland
Program-Production Dir.....Ray Cheney
Publicity Director.....Joan MacGregor
Chief Engineer.....Guy Rauer

WMBO

AUBURN—1926—MBS-SBN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WMBO, Inc.
Business-Studio Address.....141 Genesee St.
Phone Number 2-3511
Transmitter Location.....York & Division Sts.
Air Time .....Unlimited
News Service .....AP
Transcription Service..Thesaurus, SESAC, KBS
Representative.....Thomas F. Clark
Membership .....NAB, BMB
President.....William O. Dapping
Gen.-Sta-.Comm. Mgr.....Frederick L. Keesee
Sales Prom. Mgr., Prog. Dir...Robert B. Morgan
Chief Announcer.....A. John Hefner
Chief Engineer.....Herbert House
Farm Editor.....Charles Hammond

WBTA

BATAVIA—1941—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Batavia Bcstg. Corp.
Business-Studio Address.....90 Main St.
Phone Number 715
Transmitter Location.....Creek Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Membership .....NAB
Pres., Gen.-Station Mgr.....Edmund R. Gamble
Comm.-Sales Prom. Mgr...Robert E. Newstead
Program-Production Dir.....J. Gordon Bridge
Pub. Dir., Farm Editor.....James Gerrety
Chief Announcer.....Bernie Sandler
Musical Director.....Matt Regan
Chief Engineer.....Fred Callendar

WINR

BINGHAMTON—1946—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Southern Tier Radio Service, Inc.
Business-Studio Address..Court House Square
Phone Number 4-4318
Transmitter Location..Cleveland & Stokes Ave.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....George P. Hollingbery
Membership .....NAB
President .....Donald Kramer
General Manager.....C. A. Bengtson

Station Executive.....E. R. Vadeboncoeur
Commercial Manager.....H. R. Nicholson
Program Director.....Charles Bishara
Publicity Director.....George O'Connor
Chief Announcer.....Jan Costley
Chief Engineer.....A. A. Kelley

WKOP

BINGHAMTON—1947—MBS

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Oper. By..The Binghamton Bcstrs., Inc.
Business-Studio Address.....34 Chenango St.
Phone Number 2-3437
Transmitter Location.....Morgan Rd., Carman Hill
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Andrew Jarema
Commercial Manager.....Norman Stewart
Prog. Dir., Farm Editor.....Wally Buman
Publicity Dir.....Bernice Bonus
Chief Announcer.....Art Goodwin
Chief Engineer.....Charles Hallinan

WNBF

BINGHAMTON—1928—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By....Clark Associates, Inc.
Business Address.....P. O. Box 48
Phone Number.....Binghamton 2-3461
Studio Address.....Arlington Hotel
Transmitter Location.....Ingraham Hill
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Capitol
Representative .....Bolling
Membership .....NAB, FMA
President.....John C. Clark
General Manager.....Cecil D. Mastin
Station Manager.....L. L. Rogers
Commercial Manager.....S. N. Heslop
Sales Prom. Mgr., Pub. Dir....E. R. McCloskey
Prog.-Prod. Dir., Chief Announcer..E. M. Scala
Musical Director.....Ethel Henton
Chief Engineer.....L. H. Stantz
Farm Editor.....Sam Page

NEW YORK

WHY IS AP THE BEST?

BECAUSE—AP members, the greatest body of news collectors in the world today, provide their news to their AP.

NEW YORK STATE ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

President: Gunnar O. Wiig—WHEC, Rochester
Vice-President: Jim Healey—WOKO, Albany
Secretary: Norris Paxton—AP Chief of Bureau
Directors: William Meenam—WGY, Schenectady; Thomas Brown—WGVA, Geneva; Bernard Buck—WNYC, New York.
Continuing Study Committee Chairman: Kenn Thorpe—WRUN, Utica

NEW YORK

POSITIVELY

OR

COMPARATIVELY

by any yardstick you use

there's no substitute for **WBEN**

AM

FM

TV

The best service brings the best results. That's the yardstick at WBEN. The service rendered by The Buffalo Evening News stations has created listener-loyalty not only for programs and personalities but loyalty for products and services. The results: WBEN for years has been the Buffalo station most people listen to most of the time • WBEN-FM, Buffalo's first frequency-modulation station, is accorded the same high rating • WBEN-TV, Buffalo's only television station is one of the nation's standout stations . . . 346 Advertisers have used its facilities in the first 22 months of operation with conspicuous success.

in **BUFFALO**

WBEN, INC.

Representatives:
Radio: Edward Petry & Co., Inc.
Television: Harrington, Righter & Parsons, Inc.

The Buffalo Evening News Stations

WENE

BINGHAMTON—ENDICOTT—1947

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Empire Newspapers-Radio, Inc.
Business-Studio Address.....Radio Center, 909 E. Main St.
Phone Number 5-3351
Transmitter Location.....Pierce Hill, Vestal
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Associated
Transcription Service.....Associated, Capitol
Representative .....Walker
Membership .....NAB, BMB
President.....James H. Ottaway
Radio Director.....F. H. Brinkley
Sta., Comm., Sales Prom. Mgr....S. W. Ryder
Pgm., Prod. Dir.....Harold E. Graves
Publicity Dir.....James A. McKechnie
Chief Announcer.....Harold P. Kent
Musical Librarian.....Richard Vosburgh
Chief Engineer.....J. Harold Merchant

WBEN

BUFFALO—1930—NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WBEN, Inc.
Business-Studio Address.....Hotel Statler
Phone Number.....CLeveland 6400
Transmitter Location.....Grand Island
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service....SESAC, ASCAP, BMI
Representative .....Edward Petry
Membership .....NAB, FMA
President.....Edward H. Butler
V.P., Business Mgr.....Alfred H. Kirchhofer
Station Manager.....C. Robert Thompson
Asst. Sta. Mgr. chg. Sales.....Frank W. Kelly
Local Sales Mgr.....C. E. Daly
Program Mgr.....George R. Torge
Asst. Pgm. Mgr.....William R. Rich
Promotion Mgr.....Joseph A. Haeffner
Chief Anncr. & Night Supervr.A. Ward Fenton
Chief Engineer.....Ralph J. Kingsley

WBNY

BUFFALO—1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Roy L. Albertson
Business-Studio Address.....485 Main St.
Phone Number.....Mohawk 1400
Transmitter Location.....154 E. Eagle St.
Air Time.....7 a.m.-M.
News Service.....AP, INS, UP
Representative.....Adam J. Young, Jr.
Membership .....FMA
Pres., General-Station Mgr....Roy L. Albertson
Program Dir.....Virginia C. Fyda
Commercial Mgr.....Howard Schellenberg
Chief Announcer.....Carl Spavento
Musical Director.....Art Crosson
Chief Engineer.....Thomas L. Vines

WEBR

BUFFALO—1924—MBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WEBR, Inc.
Business-Studio Address.....23 North St.
Phone Number.....LIncoln 7133
Transmitter Location.....Cloverbank Rd., Hamburg
Air Time .....Unlimited
News Service.....AP, INS, Reuters
Transcription Service .....Standard
Representative .....Katz
Membership .....NAB
President.....Paul E. Fitzpatrick
General Manager.....Cy King
Commercial Manager.....William Doerr, Jr.
Program Director.....Preston Taplin
Production Director.....Lloyd Gibson
Publicity Director.....William Schweitzer
Chief Announcer.....Ed Tucholka
Musical Director.....Victor D'Ana
Chief Engineer.....Frank B. Ridgeway

WGR

BUFFALO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....WGR Bcstg. Corp.
Business-Studio Address.....Rand Bldg.
Phone Number.....Washington 3100
Transmitter Location .....Hamburg
Air Time.....5 a.m.-1 a.m.
News Service .....UP
Transcription Service.....MGM, World
Representative.....Free & Peters
Membership .....NAB
Chairman of Board.....Leo J. Fitzpatrick
Pres., Gen. Mgr.....I. R. Lounsberry
Comm. Mgr.....N. Cohen, local; F. R. Greene, National spot
Sales Promotion Manager.....R. McPherson
Program Director.....Robert Strigl
Publicity Director.....F. L. Lounsberry
Chief Announcer.....Allan Lewis
Musical Director.....David Cheskin
Chief Engineer.....K. B. Hoffman
Farm Editor.....Donald Huckle

MORE COVERAGE...

for your money in Western New York with—

WKBW

BUFFALO'S MOST POWERFUL STATION

★ 50,000 WATTS ★ ABC NETWORK

ACTION FOR ADVERTISERS!

★ Ten times more power than any other Buffalo station

★ Largest bonus area for advertisers

★ Tops the field in local programs and sports coverage

AVERY-KNODEL
INC.
NATIONAL
REPRESENTATIVES

WKBW

YOUR WESTERN NEW YORK SALESMAN

CLINTON H. CHURCHILL
PRESIDENT AND GEN. MANAGER

★ ★

WKBW
BUFFALO—1925—ABC

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....WKBW, Inc.
Business-Studio Address.....Rand Bldg.
Phone Number.....MOhawk 1520
Transmitter Location...R.F.D. No. 5, Hamburg
Air Time.....5 a.m.-2 a.m.
News Service .....UP
Representative .....Avery-Knodel
Membership .....NAB
President, General Mgr....Clinton H. Churchill
Commercial Manager.....Roger M. Baker
Program Director.....Paul Martin
Publicity Dir.....Alfred E. Anscombe
Musical Director.....Norman Wullen
Chief Engineer.....Leroy Fiedler

WWOL
BUFFALO—1947

Frequency: 1120 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Greater Erie Bcstg. Co.
Business-Studio Address.....315 Main St.
Phone Number.....Mohawk 1200
Transmitter.....Turner Ave., West Seneca
Air Time.....Sunrise to Sunset
News Service.....UP
Transcription Service.....World Bcstg.
Representative .....Forjoe
Owner .....Leon Wyszatycki
General Station Manager.....Stanley Jasinski
Commercial, Sales Prom. Mgr.....Dan Leslie
Program Director, Chief Ann.....Pat Vincent
Musical Director.....Trudy Peeples
Chief Engineer.....Frank Saj

WCBA
CORNING—1949

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....John S. Booth
Address.....English Keenan Bldg.
Phone Number 2608
Air Time .....Daytime
News Service .....UP
Transcription Service.....Lang-Worth, Capitol
President.....John S. Booth
Asst. Manager.....Samuel J. Handshore
Local Sales Mgr.....Eldred P. Carpenter
Program Dir.....Robert G. Walter
Promotion Mgr.....John P. Morrissey
Chief Engineer.....Murray J. Hillman

WKRT
CORTLAND—1947—COLONIAL

Frequency: 920 Kc.....Power: 1000 Watts d., 500 n.
Owned-Operated By..Cortland Bcstg. Co., Inc.
Business Studio Address.....27 N. Main St.
Phone Number 2990
Transmitter Location .....Cortlandville-Virgil Townline Rd.
Air Time .....6 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Joseph Hershey McGillvra
President, General Mgr.....J. Gerald Mayer
Station Mgr.....William J. Hall
Commercial Mgr.....Thomas L. Riley
Program Dir.....Robert C. Michel
Publicity Director.....Betty Sweetland
Chief Engineer.....William Barron
Farm Editor.....Ed Glacken

WFCB
DUNKIRK—1949

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Operated By.....Dunkirk Bcstg. Corp.
Address.....315 Main St.
Phone Number 2355
Air Time .....Unlimited
News Service .....UP
Transcription Service...Standard, Lang-Worth
Pres., Gen. Mgr.....Alois A. Schmidt
Program Dir.....Dal Gray
Chief Engineer.....Pearly Tribou

WELM
ELMIRA—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Corning Leader, Inc.
Business-Studio Address.....222 E. Market St.
Phone Number.....Elmira 2-1400, 2-8378
Transmitter Location.....Sheridan Ave. & Kingsbury Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
Membership .....NAB, BMB
General Manager.....Walter Valerius
Comm.-Sales Prom. Mgr., Publicity Director.....Claude R. Snyder, Jr.
Prog.-Prod. Dir.....Kenneth C. Powell
Musical Director.....Ross H. Beatty
Chief Engineer.....Allen Bell
Farm Editor.....Gordon M. Ridenour

WENY
ELMIRA—1939—NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Elmira Star-Gazette, Inc.
Bus.-Studio Address.....Mark Twain Hotel
Phone Number 5181
Transmitter Location.....Milton St.
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative.....Everett & McKinney
Membership .....NAB, BMB
Sales Manager.....Phil Cameron
Production Director.....Ted Hodge
Musical Director.....Harry Springer
Chief Engineer.....Thurlow A. Greene

the LONG ISLAND story

TRUST the local retailer to pick advertising that pays. It's relatively simple for him to *measure advertising effectiveness* because today's retail advertising shows up in terms of direct sales tomorrow, or even today. On Long Island, *best proof of WHLI's tremendous pulling power* is the many leading retailers, including the suburban branches of the top New York City department stores, who use WHLI *day in and day out, for 52 weeks a year*—and *renew* year after year.

Take a tip from smart Main Street merchants. On *fast-growing* Long Island buy WHLI—the station that economically *moves merchandise and services*—the station that consistently has *higher average daytime ratings* in Long Island's large quality market than three 50,000 watt network flagships in adjacent New York City.

"THE VOICE OF LONG ISLAND"

W H L I

1100 on your dial

WHLI-FM 98.3 mc

HEMPSTEAD, LONG ISLAND, N. Y.

Elias I. Godofsky, *President*

WGBB

FREEPORT—1924

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Harry H. Carman
Business-Studio Address....44 So. Grove St.
Phone Number.....Freeport 9-1400
Transmitter Location.....215 Bedell St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen., Sta. Mgr.....Harry H. Carman
Sales Manager.....Murray Evans
Sales Promotion Mgr.....Neal Seaman
Program-Musical Dir.....A. Cheesman
Publicity Director.....Robert Stirrat
Local News.....John Frogge
Chief Announcer.....Charles R. Schon
Chief Engineer.....Robert Milos

WOSC

FULTON—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By..Oswego County Bcstg. Co., Inc.
Address.....118 Oneida St.
Phone Number 1400
Air Time .....Daytime
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....McGillvra
Pres., Gen. Mgr.....D. J. Kesterke
Vice-President .....Gerald Mayer
Commercial Mgr.....Leo Brown
Program Dir.....George McCall
Chief Engineer.....Cyril Edmunds

WGVA

GENEVA—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Star Bcstg. Co., Inc.
Business-Studio Address.....Geneva Federal Savings Bldg.
Phone Number 6691
Transmitter Location.....Lennox Park
Air Time.....6:30 a.m.-M.
News Service .....AP
Representative .....Cooke
Transcription Service .....World
Membership .....NAB, BMB
President.....M. R. Forman
V.P., General Manager.....Thomas L. Brown
Program Director.....Robert S. Kieve
Chief Announcer.....Alex Lamutis
Chief Engineer.....R. Carleton Greene

WGLN

GLENS FALLS—1947—ABC

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By..Glens Falls Publicity Corp.
Business-Studio Address.....13 Warren St.
Phone Number.....2-1230, 2-1179
Transmitter Location.....Lower Dix Ave.
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Capitol
Representative .....Everett-McKinney
Membership .....NAB, BMB
President.....Louis F. Brown
General Mgr.....William A. Krough
Commercial Mgr.....E. M. Frink
Program Dir.....Earl Sharland
Chief Announcer.....Frank Mullin
Chief Engineer.....Henry O. Worthing

WWSC

GLENS FALLS—1946—MBS-UNION

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Great Northern Radio, Inc.
Business-Studio Address.....11 South St.
Phone Number.....Glens Falls 2-6518
Transmitter Location.....Pruyns Island
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Cooke
Membership .....NAB, BMB
President .....Martin Karig
General Manager.....Carl Mattison
Commercial Manager.....Alfred Brown
Promotion Mgr.....Kent Jones
Program Dir.....Dick Weld
Chief Engineer.....Joseph Thomas

WENT

GLOVERSVILLE—JOHNSTOWN
1944—CBS-UBS-SBN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Sacandaga Bcstg. Corp.
Business-Studio Address.....8 W. Fulton St.
Phone Number 4900-1
Transmitter Location.....Harrison St.
Air Time.....6:45 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....McGillvra
Pres., Gen. Mgr.....George Bissell
Asst. Gen. Mgr., Pgm., Pub. Dir.
Roger L. Albright
Chief Engineer.....Richard Stewart

WHLI

HEMPSTEAD—1947

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....FM Bcstg. Corp.
Business-Studio Address.....245 Baldwin Rd.
Phone Number.....Hempstead 2-8000
Transmitter Location.....470 Milburn Ave.
Air Time .....Daytime
News Service .....UP
Transcription Service.....Associated, World

President, Gen. Mgr.....Elias I. Godofsky
Exec. V.P., Station Mgr.....Paul Godofsky
V.P., Sales.....Joseph A. Lenn
News Director.....Jerome J. Karpf, Jr.
Production-Musical Dir.....Roger Wayne
Publicity Director.....Arthur E. Paterson, Jr.
V.P., Chief Engineer.....Frank E. Knaack
Farm Editor.....Jerry Carr

WLEA

HORNELL—1948

Frequency: 1320 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Canisteo Radio Corp.
Business-Studio Address.....99 Main St.
Phone Number.....1320
Transmitter Location.....Bald Hill
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....McGillvra
Pres., General Mgr.....John S. Booth
Station Manager.....Donald L. Sellers
Asst. Station Manager.....Mark G. Clarke
Commercial Manager.....Harold McEvoy
Chief Announcer.....Jack Wright Hatcher
Musical Director.....Dick Thomas
Chief Engineer.....Murray Hillman
Farm Editor.....Dave Ridenour

No "Blue Sky" — Just **ACTION!**

action and **SERVICE!**

action and **RESULTS!**

action and **SALES!**

WHCU CBS — **WHCU-FM** (40 KW.)

Michael R. Hanna
General Mgr.
ITHACA, N. Y.

WWHG

HORNELL—1949

Frequency: 1590 Kc....Power: 1000 Watts d.
Owner-Operated By.....W. H. Greenhow Co.
Address.....85 Canisteo St.

WHUC

HUDSON—1947—KBS-UBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Colgren Bcstg. Co.
Address.....Union Turnpike
Phone Number.....8-3341
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Associated, MGM
Membership.....NAB
Partners.....John Kearney, Robert Strakos
Station Manager.....John Kearney
Commercial Manager.....Robert Strakos
Sales Promotion Manager.....Thomas Stack
Program Director.....James F. McDonough
Chief Engineer.....Michael Tackach
Farm Editor.....Richard Miller

WHCU

ITHACA—1921—CBS

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornell University
Business-Studio Address...Savings Bank Bldg.
Phone Number.....Ithaca 3438
Transmitter Location.....R. D. No. 2, Freeville
Air Time.....Sunrise-sunset
News Service.....UP
Transcription Service.....World, Lang-Worth
Membership.....NAB, BMB
General Manager.....Michael R. Hanna
Commercial Manager.....Earl S. Cobey
Program Director.....John H. Deal
Ass't Mgr. Chg. Prod.....Joseph A. Short
Asst. Mgr. Chg. Community Service
S. M. Woodside
Musical Director.....Raymond H. Corwin
Chief Engineer.....Norman R. Hoffman
Farm Editor.....Louis W. Kaiser

WJOC

JAMESTOWN—1947

Frequency: 1470 Kc....Power: 1000 Watts d.
Owned-Operated By.....Air Waves, Inc.
Business-Studio Address....415 W. Fourth St.
Phone Number.....5-108
Transmitter Location.....Busti
Air Time.....Daytime
News Service.....AP
Transcription Service.....Capitol
Representative.....McGillvra
Pres.-Gen.-Sta. Mgr.....Harry E. Layman
Program Director.....Jerry Lawson
Chief Engineer.....Harry E. Layman
Farm Editor.....Bill Anderson

WJTN

JAMESTOWN—1936—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....James Bcstg. Co., Inc.
Bus.-Studio Address...Hotel Jamestown Bldg.
Phone Number 7-151
Transmitter Location....Jones & Gifford Aves.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative.....William G. Rambeau
Membership .....NAB, BMB
President, Program Dir.....Jay E. Mason
Gen.-Sta.-Comm.-Sales Prom. Manager .....Simon Goldman
Publicity Dir.....J. Ralph Carlson
Pgm., Prod. Dir., Chf. Ann....George Pfleeger
Chief Engineer.....Harold J. Kratzert
Farm Editor.....William Winn

WXRA

KENMORE—BUFFALO—1948

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Western N. Y. Bcstg. Co.
Business-Studio Address .....Kenmore
Phone Number.....AMherst 1161
Transmitter Location..1515 Niagara Falls Blvd., Amherst
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
Representative .....Donald Cooke
Membership .....NAB
General Manager.....Thaddeus Podbielniak
Commercial Manager.....Richard C. Shepard
Program Director.....James J. Frieling
Publicity Dir.....Betty M. Reif
Chief Announcer.....Bradley D. Steiger
Chief Engineer.....Edwin R. Sanders

WKNY

KINGSTON—1939—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Kingston Bcstg. Corp.
Business-Studio Address.....601 Broadway
Phone Number.....Kingston 4500
Transmitter.....Plainfield St., Ulster Township
Air Time.....7:00 a.m.-M.
News Service .....UP
Transcription Service .....SESAC
Representative.....Joseph Hershey McGillvra
President .....John Laux
General-Station Mgr.....Claude S. Middagh
Program Director.....Richard McCarthy
Chief Engineer.....Joseph McNelis
Farm Editor.....Edward Eckert

WVOS

LIBERTY—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Sullivan County Bcstg. Co.
Business Address .....Liberty
Phone Number 1680
News Service .....UP
Transcription Service.....Associated, SESAC
Representative .....Cooke
President, General Manager.....S. D. Lubin
Comm., Prom. Mgr.....H. G. Borwick
Program Director.....D. Knight
Chief Engineer.....J. Benson

WUSJ

LOCKPORT—1949

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By..Union-Sun & Journal Inc.
Address.....320 Michigan Ave.
Phone Number 4100
Air Time .....Unlimited
News Service .....AP
Transcription Service..Associated, Thesaurus, World
President.....Egbert D. Corson
Gen., Comm. Mgr.....Peter Corson
Program Director.....Carl J. Raymond
Promotion Manager.....Wallace D. Soderholm
Chief Engineer.....Solomon A. Azar

WICY

MALONE—1946—MBS-KBS

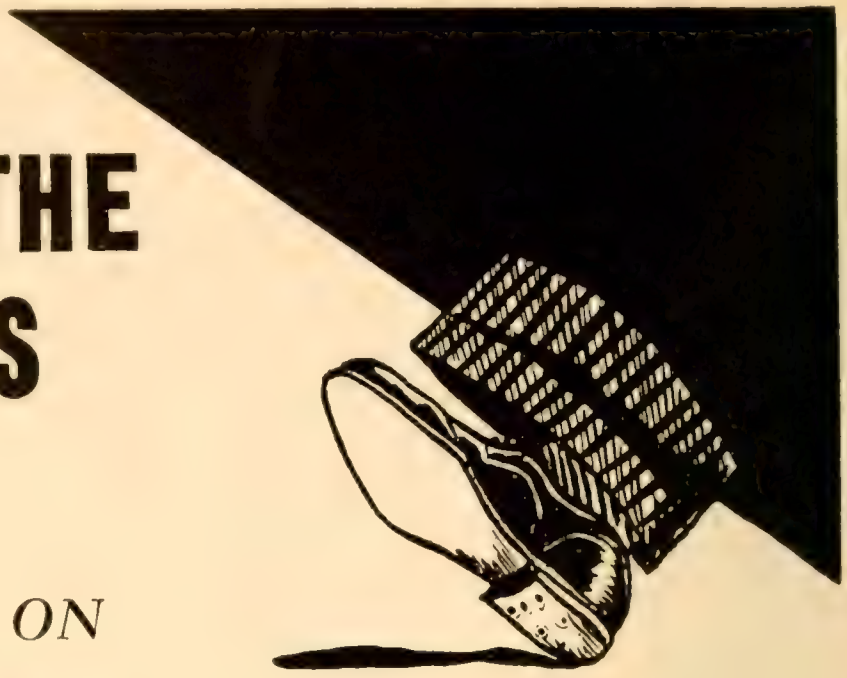
Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....North Country Bcstg. Co., Inc.
Address.....65 Woodward St.
Phone Number 186-7, 578
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
Pres., Gen. Sta. Mgr.....Mitchell C. Tackley
Sales Prom. Comm. Mgr....Ralph M. Cardinal
Program Director.....Donald J. Paye
Chief Announcer.....William Orr
Musical Director.....Keith White
Chief Engineer.....Adolf F. Stromer

WMSA

MASSENA—1945—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Brockway Co.
Business Address.....Central Bldg.
Phone Number 990
Studio-Transmitter Location.....So. Main St.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative .....Weed
Membership .....NAB, BMB

STEP OUT OF THE DARKNESS



BY

ADVERTISING ON

WBNX

LET US SHOW YOU THE LIGHT ABOUT PROGRAMMING FOR LESS RADIO DOLLARS

Outstanding PUBLIC SERVICE FEATURES that constantly build community confidence and public interest.

With this complete radio service . . . you are assured the bigger, better audience you want for your advertising dollars.

ENGLISH and FOREIGN LANGUAGE AUDIENCES

For information on how to sell over this Market-Wise station . . .

Write, Call or Phone MElrose 5-0333
FOR RATES AND MARKET COVERAGE

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK
260 E. 161 ST. NEW YORK 51, N. Y.

President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station-Comm. Mgr.....Thomas R. McHugh
Program Director.....James H. Nash
Publicity Director.....Robert E. Anderson
Chief Engineer.....Michael Tarkulich
Farm Editor.....George Strader

WALL

MIDDLETOWN—1942

Fequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..The Community Bcstg. Corp.
Business-Studio Address.....62 North St.
Phone Number 3119
Transmitter Location.....229 Monhagen Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Joseph Hershey McGillvra
Membership .....BMB
President.....John Morgan Davis
Gen.-Station Mgr.....Paul E. Wagner
Commercial Manager.....Ernest C. Winkley
Program-Production Dir.....George Shepard
Chief Engineer.....Charles B. Lissner
Farm Editor.....Morris Weinstein

WGNY

NEWBURGH—1937

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By....WGNY Bcstg. Co., Inc.
Business-Studio Address.....161 Broadway
Phone Number 4600
Transmitter Location.....Cochecton Turnpike
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
Membership .....NAB, BMB
President.....M. C. Speidel
General Station Manager..George W. Bingham
Commercial Manager.....Joseph Rake
Program Director.....Richard Crans
Chief Announcer.....Edward J. Burns
Chief Engineer.....Marvin S. Seimes

WBNX

NEW YORK—1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By....WBNX Bcstg. Co., Inc.
Bus.-Studio Address.....260 E. 161st St., Bronx
Phone Number.....MElrose 5-0333
Transmitter Location.....Carlstadt, N. J.
News Service .....AP
Transcription Service.....SESAC, Standard
Representative .....King
Membership .....NAB
President.....A. L. Haskell
V.P., General Manager.....William I. Moore
Program Director.....Edward Ervin
Production Director.....Frank Johnson
Musical Director.....Fred Mendelsohn

WCBS

NEW YORK—1924—CBS

Frequency: 880 Kc.....Power: 50,000 Watts
Owned-Oper. By..Columbia Bcstg. System, Inc.
General Studio Address.....485 Madison Ave.
Phone Number.....PLaza 5-2000
Transmitter....Columbia Island, New Rochelle
Air Time .....Unlimited
News Service.....AP, INS, UP
Representative .....Radio Sales
Membership.....NAB, BMB, FMA
Chmn. of the Bd., CBS...William S. Paley, Jr.
President .....Frank Stanton
Gen.-Sta. Mgr.....G. Richard Swift
Sales Manager.....Don Miller
Sales Prom. Mgr.....Robert G. Patt
Program Director.....Don Ball
Production Director.....D. Gordon Graham
Publicity Director.....Margaret Kennedy
Chief Engineer.....R. G. Thompson

(See Pages 110 and 111)

WEVD

NEW YORK—1927

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Debs Memorial Radio Fund, Inc.

5000 WATTS 1330 Kc

WEVD

ENGLISH · JEWISH · ITALIAN

For millions of high-income families in the great Metropolitan New York Market WEVD is the *first* station of interest . . .

because nowhere else can they obtain WEVD's unique cultural, educational and entertainment features.

A large number of national advertisers have for years capitalized this fact and include WEVD as a "must" on their schedules.

Ask for "Who's Who on WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

Nobody but Nobody Offers You a
6-POINT MERCHANDISING SERVICE
to Penetrate the Rich Italian Market

EXCEPT

WHOM

THE IL
PROGRESSO
STATION

AND WHAT A SERVICE THIS IS!!!

1—A trained merchandising staff enlisting goodwill of Italian retailers.

2—We supply names and addresses of Italian-American retailers.

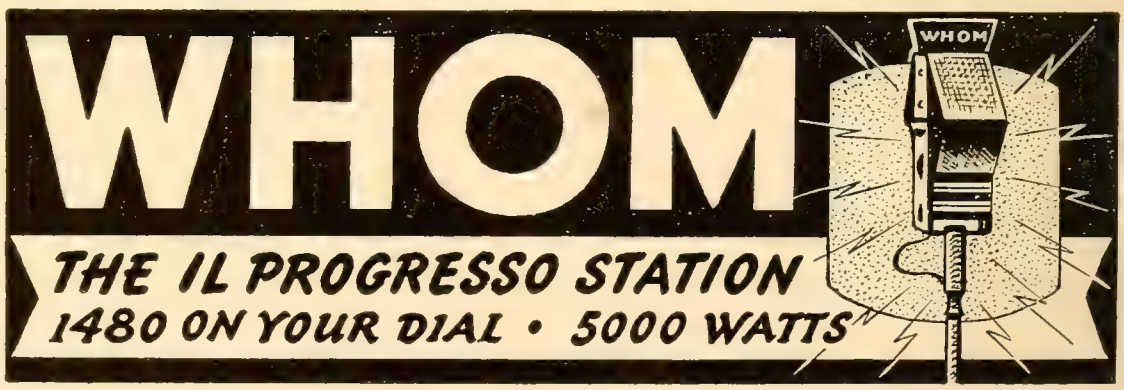
3—We obtain for sponsors the necessary cooperation and goodwill of wholesalers and distributors.

4—We furnish sponsors with comprehensive weekly reports on merchandising services rendered.

5—We place at the disposal of our sponsors our keen knowledge of Italian habits and traditions and help prepare copy with sales appeal to this rich market.

6—We will survey dealer and consumer reaction and acceptance of products advertised.

. . . and Remember You're Missing a Lot If You Overlook New York's Italian Market—Get All the Facts!!!



136 W. 52nd Street, New York 19 Circle 6-3900

Business-Studio Address.....117 W. 46th St.
Phone Number.....PLaza 7-0880
Transmitter Location.....4701 Maspeth Ave., Maspeth, L. I.
News Service.....AP
President.....Adolph Held
General-Station Mgr.....Henry Greenfield
Program-Publicity Dir.....George Field
Chief Announcer.....David Niles
Musical Director.....Nicholas Saslowsky
Chief Engineer.....Charles Brown

WHLI

NEW YORK

(See Listing Hempstead, N. Y.)

WHOM

NEW YORK—1930

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Il Progresso Italo-Americano Publishing Co.
Business Address.....136 W. 52nd St.
Phone Number.....CIrcle 6-3900
Studio Addresses..136 W. 52nd St., New York, 30 Journal Sq., Jersey City, N. J.
Transmitter Location....Ridgefield Park, N. J.
Air Time.....6 a.m.-2 a.m.
News Service.....UP
Membership.....NAB
President.....Generoso Pope
General Manager.....Generoso Pope, Jr.
Ass't Gen Mgr., Pgm. Dir.....Carl Soresi
Sales Prom. Mgr.-Pub. Dir.....Charles Baltin
Commercial Manager.....Ralph Nardella
Chief Announcer.....Michael Bonigiorno
Musical Director.....Michael Rosco
Chief Engineer.....George Steiger

WINS

NEW YORK—1931

Frequency: 1010 Kc....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Operated By.....Crosley Bcstg. Corp.
Business-Studio Address.....28 W. 44th St.
Phone Number.....BRyant 9-6000
Transmitter Location.....Lyndhurst, N. J.
Air Time.....6:00 a.m.-1:00 a.m.
News Service.....INS, UP
Representative.....WLW Sales, Tracy Moore
Membership.....NAB
President.....James D. Shouse
General Manager.....Robert E. Dunville
Commercial Manager.....Kieran T. Murphy
Sales Manager.....Wilmot Losee
Program Director.....John Neal
Production Director.....John McTigue
Dir. Prom. Act.....Joe Beach
Promotion Director.....Dick Sisson
Publicity Director.....Betty Tevis
News Director.....Joe Durso
Chief Engineer.....Paul von Kunitz
Musical Director.....R. D. Wilber

(See Page 540)

WJZ

NEW YORK—1921—ABC

Frequency: 770 Kc.....Power: 50,000 Watts
Owned-Oper. By.....American Bcstg. Co., Inc.
Business Address.....7 W. 66th St.
Phone Number.....TR. 3-7000
Studio Addresses...30 Rockefeller Plaza; Ritz Theatre, 219 W. 48th St.; Playhouse Theatre, 137 W. 48th St.; Vanderbilt Theatre, 148 W. 48th St.; Elysee Studio, 270 W. 58th St.
Transmitter Location.....Lodi, N. J.
Air Time.....Unlimited
News Service.....AP, INS, UP
Representative.....ABC Spot Sales
Membership.....NAB, BMB
President.....Mark Woods
Station Manager.....Murray B. Grabhorn
Sales Manager.....C. L. Doty
Sales Promotion Manager.....Alfred Cohan
Manager WJZ Programming.....Leonard Reeg
Production Director.....Henry Cox
Publicity Director.....Earl Mullin
Musical Director.....Frank Vagnoni
Dir. of Technical Operations....George Milne
Farm Editor.....Philip Alampi

On LONG ISLAND
IT'S
WHLI

- First choice of more retailers to sell more goods
- 75% regular listenership in New York State's 4th Market
- Of course we have Hooper and Conlan reports

FM 98.3 Mc. WHLI AM 1100 Kc.

HEMPSTEAD, NEW YORK

ELIAS I. GODOFSKY, *President*

"The Voice of Long Island"


WINS
50,000 watts in the world's
richest market, new york
crosley broadcasting corporation

WLIB

NEW YORK—1942

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....New Bcstg. Co., Inc.
Business-Studio Address.....207 E. 30th St.
Phone Number.....OREgon 9-2720
Transmitter Location..180 Morgan Ave., Bklyn.
Air Time .....Sunrise-sunset
News Service.....AP, UP
Transcription Service.....Muzak, SESAC
Membership .....NAB
President-General Manager.....Harry Novik
Business Manager.....Vincent G. Pirozzi, Jr.
Program Director.....Samuel Elfert
Chief Announcer.....Murray Jordan
Musical Director.....Lafayette Woodard
Chief Engineer.....Edgar T. Darlington

(See Page 542)

WMCA

NEW YORK—1925

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WMCA, Inc.
Business-Studio Address.....1657 Broadway
Phone Number.....CIrcle 6-2200
Transmitter Location.....Kearny, N. J.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....Free & Peters
President .....Nathan Straus
Exec. V.-P., Gen. Mgr.....Norman Boggs
V.P. in Chg. of Programs.....Leon Goldstein
Prom., Pub. Dir.....Howard Klarman
Chief Announcer.....Alun Williams
Musical Director.....Lou Wacks
Chief Engineer.....James McCafferty

(See Page 544)

WMGM

NEW YORK—1922

Frequency: 1050 Kc.....Power: 50,000 Watts
Owned-Oper. By..Marcus Loew Booking Agcy.
Business-Studio Address.....711 Fifth Ave.
Phone Number.....MUrray Hill 8-1000
Transmitter Location.....E. Rutherford, N. J.
Air Time.....6 a.m.-4 a.m.
News Service.....AP, UP
Transcription Service .....Associated
Representative .....Radio Reps.
Pres. (Loew's, Inc.).....Nicholas M. Schenck
General Manager.....Frank Roehrenbeck
Sta., Sales Dir.....Bertram Lebhar, Jr.
Program Director.....Raymond Katz
Publicity Director.....Jo Ranson
Supvr. of Ann.....Ted Schneider
Musical Director.....Joel Herron
Chief Engineer.....Paul Fuelling

(See Page 546)

NOW THAT YOU
CAN HAVE THE BEST,
WHY BE SATISFIED
WITH LESS?
AP

VOICE OF LIBERTY

AS A VITAL FORCE IN NEW YORK'S MARKETING SYSTEM

THE NEW wLIB IS GEARED TO REACH:

- THE MORE THAN TWO-AND-A-HALF MILLION ENGLISH-SPEAKING JEWISH PEOPLE IN THE NEW YORK AREA.
- THE MORE THAN ONE MILLION NEGRO PEOPLE IN THE NEW YORK AREA.

wLIB *IS THE FIRST STATION TO PROGRAM:*

—JEWISH-AMERICAN THEMES IN THE ENGLISH LANGUAGE, HEBREW AND ISRAELI MUSIC, NEWS AND SPECIAL FEATURES DIRECT FROM ISRAEL, EDUCATIONAL AND MUSICAL FEATURES OF INTEREST TO ALL JEWISH-AMERICANS.

—FOR THE NEGRO PEOPLE WLIB FEATURES TOP NEGRO TALENT, MUSIC, LOCAL NEWS, NEGRO SPORTS ROUNDUP, PLUS COMMUNITY PROGRAMS AND SPECIAL FEATURES.

wLIB is a leading station in New York's foreign language market with daily programs in Yiddish . . . Polish . . . Spanish.

wLIB · 1190 on your dial

M. S. Novik, President • Harry Novik, General Manager

207 EAST 30th STREET, NEW YORK 16, N. Y.

WNBC

NEW YORK—1922—NBC

Frequency: 660 Kc.....Power: 50,000 Watts
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus.-Studio Address.....30 Rockefeller Plaza
Phone Number.....CIrcle 7-8300
Transmitter Location.....Port Washington
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service...Thesaurus, Associated
Representative.....NBC Spot Sales
Membership .....NAB, BMB
President.....Joseph H. McConnell
General Manager.....Thomas B. McFadden
Sales Manager.....Daniel A. Norman
Adv. & Prom. Mgr.....Murry Harris
Program Director.....Harvey J. Gannon
News & Spec. Events Dir.....Jay Heitin
Publicity Director.....Schuyler G. Chapin
Production Manager.....Clay Daniel
Chief Engineer.....O. B. Hanson
Agricultural Director.....Tom Page

WNEW

NEW YORK—1934

Frequency: 1130 Kc.....Power: 50,000 Watts
Owned-Operated By.....WNEW. Inc.
Business-Studio Address.....565 Fifth Ave.
Phone Number.....PLaza 3-3300
Transmitter Location.....Kearny, N. J.
Air Time .....Unlimited
News Service.....AP
Transcription Service .....Lang-Worth
Representative .....John Blair
President.....William S. Cherry, Jr.
Exec. V.P., Gen.-Station Mgr.....Bernice Judis
V.P., Sales Director.....Ira Herbert
Sales Promotion Director...Nicholas Freydberg
V.P., Program Director.....Ted Cott
Production Manager.....Jack Grogan
Publicity Director.....Richard Pack
Chief Announcer.....John Jaeger
Musical Director.....Roy Ross
Chief Engineer.....Max Weiner

(See Page 548)

WOR

NEW YORK—1922—MBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....General Teleradio, Inc.
Business-Studio Address.....1440 Broadway
Phone Number.....LOngacre 4-8000
Transmitter Location.....Carteret, N. J.
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service .....Associated
Representative.....Keenan & Eickelberg, Kettell & Carter
Membership.....NAB, BMB, FMA
President.....Theodore C. Streibert
V.P. in Chg. of Sales.....R. C. Maddux
V.P. in Chg. Pgms.....Julius F. Seeback, Jr.

The Red Cross Needs



Your Unstinting Assistance

GIVE!

Don't take our word for it!

Compare official maps filed with the FCC
and learn for *yourself* that . . .

WMCA reaches more radio families and more unduplicated radio homes* than any New York independent station!



*WMCA—570 kc. *first* on New York's dial—delivers five-state coverage including 312,000 homes unduplicated by the stronger of two 10 kw stations . . . 187,000 homes unduplicated by the stronger of two 50 kw stations!

wmca

FIRST ON THE DIAL . . . FIRST IN COVERAGE . . . FIRST IN DOLLAR-VALUE

Represented by FREE & PETERS

NORMAN BOGGS, General Manager

See pages 100-101 for

LISTING OF NEW YORK PHONE NUMBERS



NETWORKS

☆

PUBLICATIONS

☆

ORGANIZATIONS

☆

TALENT AGENCIES

☆

FM RADIO STATIONS

☆

AM RADIO STATIONS

☆

NEWS ASSOCIATIONS

☆

TELEVISION STATIONS

☆

PROGRAM PRODUCERS

☆

RECORDING COMPANIES

☆

ADVERTISING AGENCIES

☆

TRANSCRIPTION COMPANIES

☆

STATION REPRESENTATIVES

MEET NEW YORK'S BEST SALESMAN!

WMGM...THE STATION WITH THE LARGEST GROSS BILLING OF ANY INDEPENDENT STATION IN THE U. S. A.



✔ **More than 90 per cent of WMGM's current sponsors are RENEWALS!** ***Potent proof of WMGM's ability to sell—and keep on selling!***

✔ **Renewing sponsors renew with INCREASED APPROPRIATIONS!** ***Convincing proof that WMGM SELLS—and keeps on selling!***

✔ ***And no wonder — what a program lineup:***

★ Shows like MGM Radio Attractions—8 different star-studded MGM recorded shows — to do a down-to-earth selling job for *you!*

★ New York's *most complete* sports schedule! With the greatest staff of sportscasters in America (many are WMGM "exclusives") including Ted Husing . . . Red Barber . . . Connie Desmond . . . Marty Glickman . . . Bert Lee . . . Sam Taub . . . Clem McCarthy . . . Bud Palmer . . . Fred Capossella.

★ And the town's *brightest* presentation of news, music and special events! From the 6:00 a.m. Newsreel Theatre straight through to Jack Eigen's great celebrity-packed "night owl" show from the Copa that signs off at 4 a.m.

PROGRAMMING PROOF that WMGM SELLS —and keeps on selling!

AGAIN AND AGAIN AND AGAIN AND AGAIN —They sell and sell and sell on WMGM

Call or write New York's Best Salesman

WMGM

"The Call Letters of the Stars"

50,000 watts 1050 kilocycles Clear channel 100.3 mc.

711 Fifth Avenue, New York 22, N. Y. . . . MUrray Hill 8-1000 • Radio Representatives, Inc.—737 N. Michigan Avenue, Chicago 11, Ill. . . . SUperior 7-8121

Sales Promotion Manager....Joseph Creamer
Publicity Director.....Robert Blake
Dir. of News.....Dave Driscoll
Musical Director.....Sylvan Levin
V.P. in Chg. of Eng.....J. R. Poppele

(See Page 524)

WOV

NEW YORK—1926

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....Wodaam Corp.
Business-Studio Address.....730 Fifth Ave.
Phone Number.....CIrcle 5-7979
Transmitter Location.....Carlstadt, N. J.
Air Time.....Unlimited
News Service.....AP, ANSA
Transcription Service Standard....MacGregor
Representative.....Pearson
Membership.....NAB
General Manager.....Ralph N. Weil
Commercial Manager.....Herbert Schorr
Sales Promotion Mgr.....C. Carroll Forbes
Program Director.....Arnold Hartley
Publicity Director.....Anne C. Baldwin
Chief Announcer.....Giorgio Padovani
Musical Director.....Paul Romeo
Chief Engineer.....Emile Hill

(See Page 550)

WQXR

NEW YORK—1936

Frequency: 1560 Kc.....Power: 10,000 Watts
Owned-Operated By.....Interstate Bcstg. Co. Inc.
Business-Studio Address.....730 Fifth Ave.
Phone Number.....CIrcle 5-5566
Transmitter Location.....Rear of 5000 Grand Ave., Maspeth
Air Time.....7 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Associated, London
Representative.....Paul H. Raymer
Membership.....NAB
President.....Arthur Hays Sulzberger
Exec. V.P., Gen. Mgr.....Elliott M. Sanger
V.P., Sales.....Norman S. McGee
Sales Prom. Dir.....Mary Rice Anderson
Program Director.....Eleanor N. Sanger
Chief Announcer.....Albert A. Grobe
Publicity Director.....Eleanore Hurley
Musical Director.....Abram Chasins
Chief Engineer.....Russell D. Valentine

WWRL

NEW YORK

(For Listing See Woodside, N. Y.)

WHLD

NIAGARA FALLS—1940
RURAL-COLONIAL-CONTINENTAL

Frequency: 1270 Kc....Power: 5000 Watts d.
Owned-Oper. By..The Niagara Falls Gazette Publishing Co.
Business-Studio Address.....Hotel Niagara
Phone Number.....8421
Transmitter Location.....Grand Island
Air Time.....Daytime
News Service.....UP
Transcription Service.....World, Standard
Representative.....Headley-Reed
Membership.....FMA
V.P., Gen.-Station Mgr.....Earl C. Hull
Commercial Manager.....Richard G. Robbins
Program Director.....Robert J. Manning
Musical Director.....Harold Bradley
Chief Engineer.....Robert Wilson

WJJL

NIAGARA FALLS—1947

Frequency: 1440 Kc....Power: 1000 Watts d.
Owned-Operated By.....Radio Station WJJL
Business-Studio Address.....129 Main St.
Phone Number.....5266
Transmitter Location.....New Rd.
Air Time.....6 a.m.-local sunset
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Grant
Owner.....John J. Laux
General Manager.....Robert F. Kliment
Commercial Manager.....Tom W. Talbot
Sales Promotion Manager.....Tom Fritton
Program Director.....Louise Hamrick
Chief Engineer.....Gustav Czaplak

WSLB

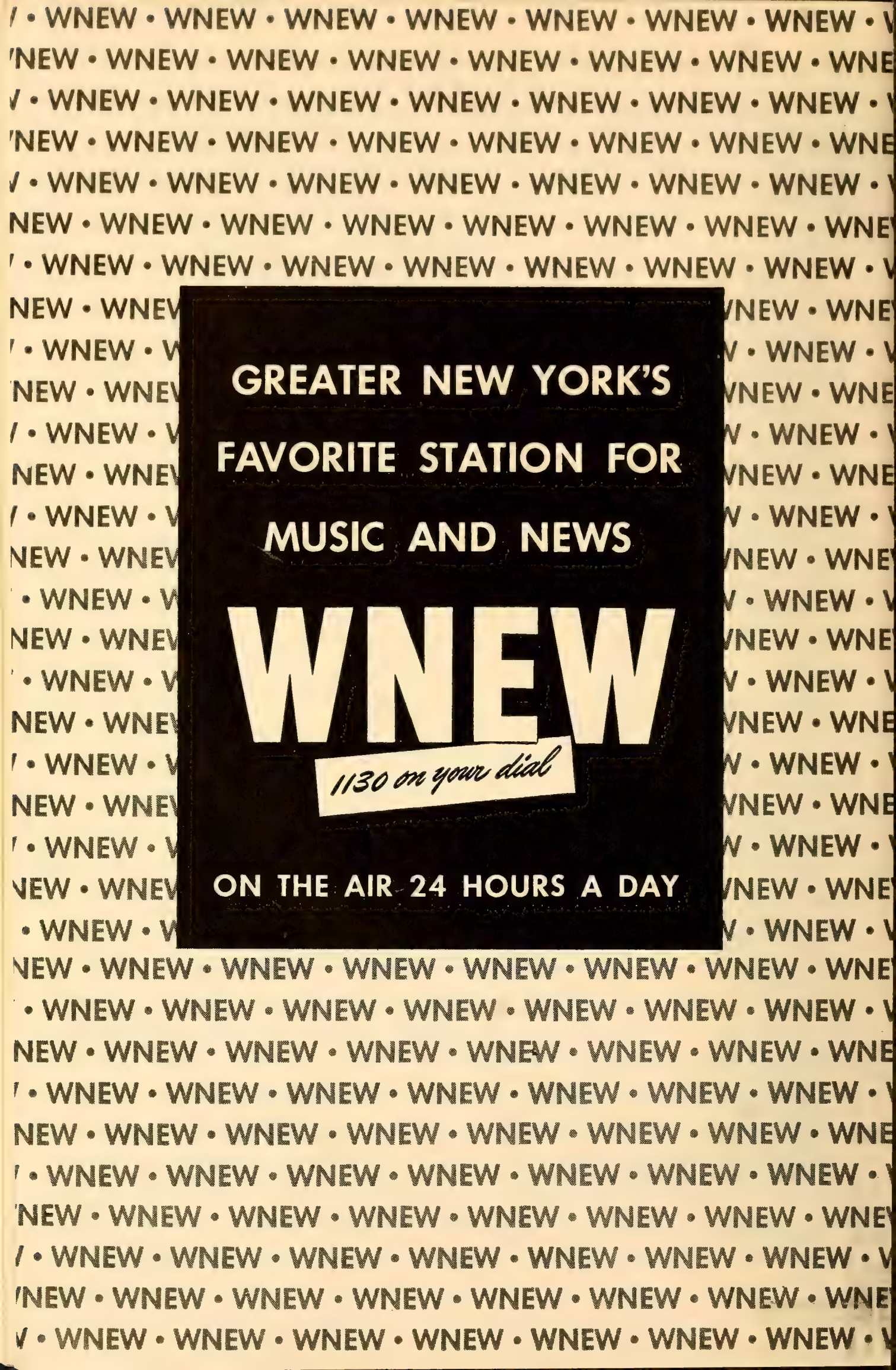
OGDENSBURG—1940—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....St. Lawrence Bcstg. Corp.
Address.....2315 Knox St.
Phone Number.....500
Studio-Transmitter Location.....2315 Knox St.
Air Time.....7 a.m.-11:15 p.m.
News Service.....UP
Membership.....NAB, BMB, FMA
President.....Joseph R. Brandy
Sec.-Treas.....Harold J. Frank
Program Director.....Hal Gilman
Chief Engineer.....Ellsworth Hall

WHDL

OLEAN—1928—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHDL, Inc.
Address.....3219 State St.
Phone Number.....4149


GREATER NEW YORK'S
FAVORITE STATION FOR
MUSIC AND NEWS
WNEW
1130 on your dial
ON THE AIR 24 HOURS A DAY

Air Time.....6:55 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....World
Representative.....Everett & McKinney
Membership .....NAB, BMB
President.....E. B. Fitzpatrick
General-Station Mgr.....John R. Henzel
Commercial Manager.....Joseph K. Eade
Sales Promotion Manager....Annabelle Eisert
Program Producer Director...Donald Merriman
Chief Engineer.....Otis Atherton
Farm Editor.....James Gustafson

WDOS

ONEONTA—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....The Oneonta Star, Inc.
Bus.-Studio Address..The Oneonta Hotel Bldg.
Phone Number 2470
Transmitter Location.....So. Side of Oneonta
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Capitol, World
Representative .....Walker
President.....James H. Ottaway
General Manager.....Eugene J. Brown
Station Manager.....Walton F. Deming
Commercial Manager.....George R. Smith
Program Director.....Charles Hobart
Chief Engineer.....Wiley Bates
Farm Editor.....Theodore Roodhof

WKBS

OYSTER BAY—1948

Frequency: 1520 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Key Bcstg. System, Inc.
Business-Studio Address.....25 E. Main St.
Phone Number.....Oyster Bay 6-2500
Transmitter Location..Battery Pk., Oyster Bay
Air Time .....Sunrise-sunset
News Service .....UP
Representative .....Continental
President.....R. Lee Hollingsworth
Vice-President .....Herb Stone
Program Director.....Marvin Smith

WLNA

PEEKSKILL—1948

Frequency: 1420 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Highland Bcstg. Corp.
Address .....Dogwood Rd.
Phone Number 7-2454
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Membership .....NAB
Pres., Chief Eng.....Peter C. Houskeeper
V.P., Asst. Chf. Engr.....Irving E. Cottrell
Gen. Comm. Mgr.....Ralph S. Silver, Jr.
Program Director .....Joe Blake
Publicity Dir.....Ray W. Lapolla

WEAV

PLATTSBURG—1934—ABC

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By.....Plattsburg Bcstg. Corp.
Business Address.....Radio Centre
Studio Address.....153 Margaret St.
Phone Number 1600
Transmitter Location.....Lake Shore Rd.
Air Time.....6:45 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President, Gen.-Sta. Mgr.....George F. Bissell
Ass't Mgr. Prog. Dir.....Martin Mannix
Production Director.....Alex Coursey
Chief Engineer.....Jack Nazak

WEOK

POUGHKEEPSIE—1949

Frequency: 1390 Kc....Power: 1000 Watts, d.
Owned-Operated By...Mid-Hudson Bcsts. Inc.
Business-Studio Address.....385 Main St.
Phone Number 8103
Transmitter Location.....Pendell Road
Air Time.....6 a.m.-local sunset
News Service.....INS, Transradio
Transcription Service .....World
Membership .....NAB
President-General Mgr.....Harold W. Cassill
Assistant Manager.....Richard W. Mills
Program Director.....Harold Hennig
Chief Engineer.....John P. Burke

WKIP

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Div., Poughkeepsie Newspapers, Inc.
Business-Studio Address.....Memorial Sq.
Phone Number 6800
Transmitter Location.....Nelson House
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Membership .....NAB
President.....M. C. Speidel
General Manager.....George W. Bingham
Commercial Manager.....Henry J. Behre
Program Director.....Richard Crans
Chief Engineer.....Marvin S. Seimes

WARC

ROCHESTER—1947—ABC

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By.....WARC, Inc.
Bus.-Studio Address.....Sheraton Hotel, 111 East Ave.
Phone Number.....HAmilton 8920
Transmitter Location.....Brighton, N. Y.



CONFLUENCE*

Where the* CONFIDENCE *of millions
meets the* INFLUENCE *that sells!

The CONFIDENCE of the world's richest and largest Italian market and the INFLUENCE of the station that has been part of their lives for so many years, form a mighty resultful selling force to over more than 2,100,000 listeners.

It's the plus delivered only by WOV . . . CONFIDENCE *plus* INFLUENCE giving you CONFLUENCE.

*Act of flowing together . . . the meeting or junction of two or more streams . . .

—Webster's New International Dictionary

Originators of

Audited Audiences

RALPH N. WEIL, Gen. Mgr.

John E. Pearson Co.
National Representatives

WOV
NEW YORK

Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....Katz
Membership .....NAB, BMB
President, Gen.-Sta. Mgr.....S. W. Townsend
Commercial Manager.....Harland Evans
Sales Prom. Mgr., Publicity Director, Farm Editor.....Frank Lane
Program Dir.....Frederick Essex
Chief Engineer.....Robert Emch

WHAM

ROCHESTER—1922—NBC

Frequency: 1180 Kc.....Power: 50,000 Watts
Owned-Operated By...Stromberg-Carlson Co.
Business Address.....100 Carlson Rd.
Phone Number.....Culver 7240
Studio Address.....201 Humbolt St.
Transmitter Location .....Chili
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership.....NAB, BMB, FMA
President (S-C Co.).....Robert Tait
Vice-President .....William Fay
Gen. Mgr. Bcstg. Div....Stromberg-Carlson Co.
Administrative Ass't-Comm. Mgr.....John W. Kennedy, Jr.
Program Director.....Charles W. Siverson
Production Director.....Sylvester Novelli
Publicity, Program Director...Armin N. Bender
Chief Announcer.....Homer Bliss
Musical Director.....Eugene Zacher
Chief Engineer.....Kenneth Gardner
Actg. Farm Editor.....George Haefner

WHEC

ROCHESTER—1925—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....WHEC, Inc.
Business-Studio Address.....40 Franklin St.
Phone Number.....Baker 6740
Transmitter Location.....1850 N. Winton Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service....Associated, Standard
Representative .....Everett McKinney
Membership .....NAB, BMB
President.....Frank E. Gannett
Executive V.P.....Clarence Wheeler
General-Station Manager.....Gunnar O. Wiig
Commercial Manager....Le Moine C. Wheeler
Pgm., Pub. Dir.....William J. Adams
Production Director.....L. H. MacMillan
Chief Announcer.....Roger Goodrich
Musical Director.....Gerald Vogt
Chief Engineer.....Bern C. O'Brien

WRNY

ROCHESTER—1947

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Operated By...Monroe Bcstg. Co., Inc.
Business-Studio Address.....191 East Ave.
Phone Number.....Hamilton 9775
Transmitter Location.....Mt. Read Blvd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe
Pres., Gen.-Sta.-Comm. Mgr...George B. Kelly
Program Director.....Addison Penfield
Farm Editor-Prod. Dir.....Paul Robinson
Chief Engineer.....Felix Bonvouloir

WSAY

ROCHESTER—1936

Frequency: 1370 Kc.....Power: 1000 Watts (CP 5000 Watts d.)
Owned-Oper. By...Federal Bcstg. System, Inc.
Business-Studio Address.....328 Main St. E.
Phone Number.....Baker 4870
Transmitter Location.....French Rd., Brighton
Air Time .....Unlimited
News Service .....INS
Representative .....Walker
Pres., Gen. Mgr.....Gordon P. Brown
Commercial Manager.....C. A. Culver

WVET

ROCHESTER—1947—MBS

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....Veterans Bcstg. Co.
Business Studio Address.....Clinton Bldg.
Phone Number.....Hamilton 4820
Transmitter Location.....1371 Westfall Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Associated
Representative .....Weed
Membership .....NAB
Pres., General Mgr.....William B. Maillefert
Pgm. Prod. Dir.....Paul S. Louther
Musical Director.....Pat Coristine
Chief Engineer.....Irving F. Lyke
Farm Editor.....David Roberts

WKAL

ROME—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Copper City Bcstg. Corp.
Business-Studio Address..Capitol Theatre Bldg, Rome
Phone Number 3616-7
Transmitter Location.....Muck Rd. & Jay St., Rome
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth

Representative .....Donald Cooke
President.....Myron J. Kallet
General Manager.....Charles King
Comm. Mgr.....George Cramer
Sales Promotion Manager.....Joseph Trela
Pgm. Pub. Dir., Farm Editor...Jack Fredericks
Production Director.....Dan Fusco
Musical Director.....Louis Barile
Chief Engineer.....Deforest T. Layton, Jr.

WNBZ

SARANAC LAKE—1927—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Upstate Bcstg. Corp.
Business-Studio Address.....88 Main St.
Phone Number 1320
Transmitter Location.....Merrill St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Thomas F. Clark
General Manager.....H. B. Williams
Commercial Manager.....Jacques DeMattos
Program Dir. Chief Ann.....John Birmingham
Chief Engineer.....H. Berwind Williams

WGY

SCHENECTADY—1922—NBC

Frequency: 810 Kc.....Power: 50,000 Watts
Owned-Oper. By.....General Electric Co.
Business-Studio Address.....1 River Rd.
Phone Number 3-2121
Transmitter Location.....R. D. No. 5, So. Schenectady
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service..Lang-Worth, Thesaurus, World
Representative.....NBC Spot Sales
Membership .....NAB, BMB
V.P., Mgr. of Bcstg.....R. S. Peare
Asst. Mgr. of Bcstg.....B. J. Rowan
Station Manager.....R. B. Hanna, Jr.
Asst. to Station Mgr.....R. W. Welpott
Supervisor of Sales.....Eugene P. Weil
Supervisor of Prod.....L. J. Pudney
Spvr. of News.....W. T. Meenam
Spvr. of Music.....A. O. Coggeshall
Spvr. of Programs.....Caleb Paine
Chief Engineer.....W. J. Purcell
Spvr. of Farm Bcstg.....G. W. Givens

WSNY

SCHENECTADY—1942

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Western Gateway Bcstg. Corp.
Business-Studio Address.....619 State St.
Phone Number 3-3622
Transmitter Location.....Campbell Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Young
President, Gen. Mgr.....Winslow Leighton
Program Director.....Robert Wallace
Production Dir.....Edward W. Burwell
Publicity Dir.....Mary Lazott
Chief Announcer.....Steve Fitz
Musical Director.....Frank Huber
Chief Engineer.....Irving P. Beck

WAGE

SYRACUSE—1940—ABC

Frequency: 620 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WAGE, Inc.
Business-Studio Address.....Loew Bldg., 108 W. Jefferson St.
Phone Number 2-0277
Transmitter Location.....626 Liverpool Rd., Liverpool
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Edward Petry
Membership .....NAB
President.....Frank G. Revoir
General-Station Manager....William T. Lane
Comm., Sales Prom. Mgr.....Aaron Beckwith
Program Director.....Gordon Alderman
Production Dir.....Robert Stockdale
Musical Director.....Carl Silfer
Chief Engineer.....Donald F. Langham

WFBL

SYRACUSE—1924—CBS

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By.....Onondaga Radio Bcstg. Corp.
Bus.-Studio Address.....433 S. Warren St.
Phone Number 2-1147
Transmitter Location .....Collamer
Air Time.....5 a.m.-M.
News Service .....UP
Transcription Service.....World, Cole
Representative.....Free & Peters
Membership .....NAB, BMB
President.....Oscar F. Soule
Exec. Vice-President.....Robert G. Soule
General Manager.....Samuel Woodworth
Treasurer.....F. Channing Soule
Commercial Mgr.....Charles Phillips
Sales Manager.....L. F. Wylie
Pgm., Prod. Mgr.....Raymond Gantter
Publicity Director.....Hendrick Soule
Musical Dir.....Claude Bortel
Chief Engineer.....James Kelly
Farm Editor.....Al Warner

WNDR

SYRACUSE—1946—MBS

Frequency: 1260 Kc.....Power: 5000 Watts

Owned-Operated By....Syracuse Bcstg. Corp.
Business-Studio Address...306 S. Salina St.
Phone Number 2-6101
Transmitter Location .....Dewitt
Air Time.....5 a.m.-2 a.m.
News Service .....AP
Transcription Service.....World, SESAC
Representative .....Rambeau
Membership .....NAB, BMB
President.....T. Frank Dolan
General Manager.....Martin Karig
Commercial Manager.....Arthur Cooper
V.P. chg. Sales.....F. H. Small
Sales Prom. Mgr.....Bruce Sabine
Program Director.....Robert Gifford
Production Dir.....Robert Middleton
Chief Announcer.....Bill Martin
Chief Engineer.....Robert Dye
Farm Editor.....Len Lemmon

WOLF

SYRACUSE—1940—SBN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Civic Bcstg. Corp.
Business-Studio Address.....Onondaga Hotel
Phone Number 2-7211
Transmitter Location.....Kirkpatrick & Van Rensellear Sts.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
President, General Mgr...T. Sherman Marshall
Sta. Mgr., Prog. Dir.....Hamilton M. Woodle
Comm., Sales Prom. Mgr....James J. Coolican
Pub. Dir., Chief Announcer.....Charles Shaw
Musical Director.....Norman Meservey
Chief Engineer.....Don Muir

WSYR

SYRACUSE—1922—NBC

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Central N. Y. Bcstg.
Business-Studio Address.....Kemper Bldg.
Phone Number 3-7111
Transmitter Location.....Valley Dr.
Air Time.....5 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
Membership .....NAB, BMB
President.....Harry C. Wilder
Commercial Manager.....W. R. Alford, Jr.
Publicity Dir.....John F. Hurlbut
Program Director.....Bill Rothrum
Chief Announcer.....Elliott Gove
Chief Engineer.....G .A. Belle Isle
Farm Editor.....R. F. Doubleday

WHAZ

TROY—1922

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By..Rensselaer Polytechnic Inst.
Address .....110 8th St.
Phone Number 6810
President.....L. W. Houston
General Mgr.....W. J. Williams
Program Dir.....A. Olin Niles
Chief Engineer.....W. C. Stoker

WTRY

TROY—1940—CBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....Troy Bcstg. Co., Inc.
Business-Studio Address.....92 Fourth St.
Phone Number.....Troy 2100, Albany 4-2500
Transmitter Location .....Niskayuna
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service..Lang-Worth, Associated
Representtaive .....Headley-Reed
Membership .....NAB, BMB
President.....H. C. Wilder
General Manager.....W. A. Riple
Station Manager.....W. W. Carter, Jr.
Commercial Manager.....J. W. Sutphen, Jr.
Sales Prom. Mgr., Pub. Dir...James F. Baker, Jr.
Program-Musical Dir.....H. H. Sharpe, III
Production Director.....Randolph English
Chief Engineer.....A. H. Chismark
Farm Editor.....Harry Appel

WGAT

UTICA—1946—UBS

Frequency: 1310 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Central Bcstg. Co.
Business-Studio Address....250 Genesee St.
Phone Number 2-9231
Transmitter Location.....Kellogg Rd., New Hartford
Air Time.....7 a.m.-M.
News Service .....AP
Representative .....Bolling
Owner, Gen. Mgr.....J. Eric Williams
Commercial Mgr.....Roland L. Fowler
Transcription Supvr.....Peter W. Ghiloni

WIBX

UTICA—1925—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By.....WIBX, Inc.
Bus.-Studio Address.....First Natl. Bank. Bldg.
Phone Number 2-2101
Transmitter Location.....Clark Mills
Air Time .....Unlimited
News Service.....INS, UP
Representative..Helen Wood & Colton, N. Y.: Ra-Tel.. Chicago, Dallas, Atlanta; Walter Biddick, Calif.; Bertha Bannan, Boston.
Membership .....NAB, FMA
President, Gen. Mgr..Margaret Bowen Stevens
V.P., Secretary.....Gladys P. Moore

Sta. Mgr., Exec. V.P.....Elliott A. Stewart
Comm.-Sales Prom. Mgr., Pub. Dir., Nathan W. Cook
Production Dir.....Betty Cushing Griffin
Chief Announcer.....Robert Mahaney
Musical Director.....William Walters
Chief Engineer.....John T. Dowdell
Farm Editor.....Ed Slusarszck

WRUN

UTICA—1947—ABC

Frequency: 1150 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....The Rome Sentinel Co.
Business-Studio Address.....258 Genesee St.
Phone Number 2-5111
Transmitter Location .....Oriskany
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....Bradley C. Barnard
General Manager.....Fritz S. Updike
Station Manager.....Thomas E. Martin
Commercial Mgr.....Richard A. Clark
Promotion Mgr.....Searle Rudd
Program Director.....Nick Stemmler
Publicity Director.....Kenn Thorpe

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Can tap Westchester's $650,000,000 retail market for as little as *42c per thousand radio families* by using WFAS and WFAS-FM!

Ask for proof. It's interesting!

WFAS and WFAS-FM

Westchester Broadcasting Corp.
8 Church Street
White Plains, N. Y.

Represented by
HEADLEY-REED COMPANY
New York, N. Y.

Transmitter Supervisor.....George S. Woods
Musical Director.....Ann Houser
Studio Supervisor.....C. F. Henry
Farm Editor.....Ray Gahr

WATN

WATERTOWN—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Watertown Bcstg. Corp.
Bus.-Studio-Transmitter Location....118 Washington St.
Phone Number 2424
Air Time.....7 a.m.-12:15 a.m.
News Service .....AP
Transcription Service .....Standard
Representative.....Helen Wood & Colton
Membership .....NAB
Pres., Gen.-Sta.-Comm.-Sales Prom. Manager.....G. Harry Righter
Program Director.....Hugh L. Cosline, Jr.
Chief Engineer.....Donald Schryver
Farm Editor.....G. Harry Righter

WWNY

WATERTOWN—1941—CBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....The Brockway Co.
Business-Studio Address.....Hotel Woodruff
Phone Number 4120
Transmitter Location.....Ives St. Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Associated
Representative .....Weed
Membership .....NAB, BMB
President.....John B. Johnson
General-Comm. Mgr.....Louis Saiff, Jr.
Station Mgr.....Earl R. Kelly
Asst. Sta. Mgr., Pgm. Dir....James W. Higgins
Production Director.....David G. Graves
Sales Prom. Mgr., Pub. Dir.....Jack Cleveland
Chief Engineer.....Maynard B. Davis
Farm Editor.....Richard Provost

WFAS

WHITE PLAINS—1932

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Westchester Bcstg. Corp.
Bus.-Studio Address..Reporter Dispatch Bldg., 8 Church St.
Phone Number.....White Plains 9-6400
Transmitter Location....Secor Rd., Greenburgh
Air Time.....7 a.m.-10 p.m.
News Service .....AP
Transcription Service.....World, Associated
Representative .....Headley-Reed
Membership .....NAB
President.....Valentine E. Macy, Jr.
Gen.-Sta. Mgr., Chief Engineer..Frank A. Seitz
Commercial Mgr.....John E. Arens
Prog.-Musical Dir.....Randall Kaler
Chief Announcer.....Robert F. Peters

W W R L

WOODSIDE—1926

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Long Island Bcstg. Corp.
Bus.-Studio-Transmitter Address..41-30 58th St.
Phone Number.....Newtown 9-3300
Transmitter Location.....Secaucus, N. J.
Air Time.....8 a.m.-M.
News Service .....AP
Transcription Service.....Capitol, Associated
President.....W. H. Reuman
Gen., Sta., Comm. Mgr.....Edith Dick
Sales Prom. Mgr.....Selvin Donneson
Program Dir.....Fred Barr
Publicity Director.....Walter Kaner
Prod. Dir., Chief Anncr.....John Magnus
Chief Engineer.....Benton R. Bartlett

WWRL
New York
now
5,000 WATTS
• • •
Powerfully Selling America's Greatest Market at the Lowest Cost
• • •
Tops in New York
for
Spanish - German
Czechoslovakian
and the
Negro Market
• • •
1600
"The HIGH Spot on the Dial"

NORTH CAROLINA

Estimated Population 3,864,000—Increase +8.2%—Radio Homes 812,000
Radio Families 918,000—Stations in State 87

W R C S

AHOSKIE—1948

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Roanoke-Chowan Bcstg. Co., Inc.
Business Address.....P. O. Box 89
Phone Number 333
Studio-Transmitter Location..Ahoskie-Aulander Hway. (N. C. 350)
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Associated
Membership .....NAB
President.....Charles H. Jenkins
Gen., Sta., Comm. Mgr.....P. G. Sewell
Pgm. Dir., Farm Editor.....Johnny Palmer
Production Dir.....Lois Lane
Publicity Director.....Mayvis Ellis
Chief Announcer.....Burt Derman
Musical Director.....Larry Knight
Chief Engineer.....John M. Sherwood

W A B Z

ALBEMARLE—1947—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Radio Station WABZ, Inc.
Business-Studio Address.....Hotel Albemarle
Phone Number.....1010, 1100
Transmitter Address..3 Mi. N. City, Hiway 52
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
President.....M. M. Palmer
Gen., Sta. Mgr.....W. J. Page
Commercial Mgr.....C. H. Shankle
Program Dir.....J. T. Newman
Chief Engineer.....James Wise
Farm Editor.....Nealson Russell

W G W R

ASHEBORO—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Asheboro Bcstg. Co., Inc.

Business-Studio Address..303 E. Salisbury St.
Phone Number.....798, 800
Transmitter Location.....Okle Mt.
Air Time.....5 a.m.-sunset
News Service .....UP
Transcription Service .....Associated
Membership .....BMB
President .....Roy Cox
Gen., Sta., Comm. Mgr.....J. R. Marlowe
Pgm., Pub. Dir., Farm Editor.....A. B. Brown
Production Director.....C. V. Smith
Musical Dir.....Nelson J. Harrill
Chief Engineer.....Clyde C. Penny

WISE

ASHEVILLE—1939—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Radio Station WISE, Inc.
Address.....100 College St.
Phone Number 3-5381-3
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Representative .....Avery-Knodel
Membership .....NAB, BMB
President, Sta. Mgr.....Harold H. Thoms
Commercial Mgr.....Loyd B. Leonard
Sales Prom. Manager.....Floyd Bowers
Program Director.....Harold Moon
Publicity Dir.....Skeeter Moore
Chief Announcer.....Dick Harshaw
Chief Engineer.....Matthew C. Munn

WLOS

ASHEVILLE—1946—ABC

Frequency: 1380 Kc.....Power: 5000 Watts d.: 1000 Watts n.
Owned-Operated By.....Skyway Bcstg. Corp.
Business-Studio Address....Battery Park Hotel
Phone Number 2-2431
Transmitter Location .....Emma
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....NAB
President.....Charles M. Britt
V.P., General Manager.....Charles B. Britt
Station Manager.....Kenneth Beachboard
Commercial Mgr.....Edward D. Brandt
Program Director.....William L. Robertson
Publicity Director.....R. F. Brown, Jr.
Chief Anncr., Farm Editor.....A. B. Waller
Chief Engineer.....William M. Chambers

WSKY

ASHEVILLE—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Asheville, Inc.
Business-Studio Address.....12 Church St.
Phone Number 3-4451
Transmitter Location.....Campbell Woods
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Friedenberg
President.....Carl R. Bamford
Gen.-Sta. Mgr., Prog. Dir.....Zeb Lee
Comm., Sales Prom. Mgr.....Hal Edwards
Prod. Dir., Chief Anncr.....Frank Messer
Publicity Dir.....Burt Peake
Chief Engineer.....Bill Clements

WWNC

ASHEVILLE—1927—CBS-MBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Asheville Citizen-Times Co.
Business-Studio Address.....14 O'Henry Ave.
Phone Number 5611
Transmitter Location .....Emma
Air Time.....5:30 a.m.-12:04 a.m.
News Service.....AP, UP
Transcription Service .....Associated
Representative .....Headley-Reed
Membership .....NAB, BMB
Chairman of Board.....Charles A. Webb
President.....Don S. Elias
V.P., General Manager.....D. Hiden Ramsey
Station Manager.....Cecil B. Hoskins
Commercial Manager.....James A. Hagan
Program Director.....William F. Melia
Chief Announcer.....Read Wilson
Chief Engineer.....William H. Hamrick
Farm Editor.....Harry Varner

WBBB

BURLINGTON—1941
MBS-KBS-CAROLINA SPORTS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By.Alamance Bcstg. Co., Inc.
Business-Studio Address.....310 S. Main St.
Phone Number 6-6370
Transmitter Location.....W. Front St. Ext.
Air Time .....Daytime
News Service .....AP
Transcription Service.....Associated, Capitol
Representative.....Joseph Hershey McGillvra
Membership.....NAB, BMB, FMA
Gen., Sta. Mgr., Pub. Dir.....E. Z. Jones
Commercial Sales Prom. Mgr.....Phil Eakin
Program Dir., Chief Announcer.....Ed Brooks
Production Director.....Walter McCullough
Publicity Director.....E. Z. Jones
Musical Director.....James Perkins
Chief Engineer.....Berry Tysor
Farm Editor.....Jim Hall

WFNS

BURLINGTON—1946

Frequency: 1150 Kc.....Power: 1000 Watts d.: (CP 1000 Watts n.)
Owned-Oper. By....Burlington-Graham Bcstg. Co.

Business-Studio Address..103 W. Andrews St.
Phone Number 6-5536-7
Transmitter Location.....Birch Bridge Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....World
Membership .....NAB, BMB
Gen., Sta., Comm. Mgr.....John C. Hanner
Program Director.....James Scott
Musical Director.....William Diffie
Chief Engineer.....Thomas Mackintosh

WAYS

CHARLOTTE—1942—ABC-MBS

Frequency: 610 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Inter-City Advertising Co.
Business-Studio Address.....120 E. Third St.
Phone Number 3-7173
Transmitter Location.....Oakdale Section
Air Time .....Unlimited
News Service .....INS
Transcription Service....Lang-Worth, SESAC
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....George W. Dowdy
Gen., Comm. Mgr.....Walter H. Goan
Sales Prom. Mgr., Pub. Dir.....Lee Hague
Program Director.....Harry Barfield
Musical Director.....Alonzo G. Squires
Chief Engineer.....A. L. Chaney, Jr.

WBT

CHARLOTTE—1921—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Oper. By..Jefferson Standard Bcstg. Co.
Business-Studio Address.....Wilder Bldg.
Phone Number 3-8833
Transmitter Location.....Spencer Mt.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World
Representative .....Radio Sales
Membership.....NAB, BMB, FMA
President.....J. M. Bryan
V.P., Gen. Mgr.....Charles H. Crutchfield
Secty., Treas., Asst. Gen. Mgr...Larry Welker
Business Manager.....C. K. Spicer
Sales Manager.....Keith Byerly
Promotion Manager.....J. R. Covington
Program Mgr.....Kenneth I. Tredwell
Chief Engineer.....M. J. Minor
Farm Editor.....Grady E. Cole

WGIV

CHARLOTTE—1947

Frequency: 1600 Kc....Power: 1000 Watts d.
Owned-Oper. By..Charlotte Radio & TV Corp.
Business Address.....404½W. Trade St.
Phone Number.....2-6669, 5-4829
Studio-Transmitter Location..2520 Toomey Ave.
Air Time .....Daytime
News Service .....AP
Transcription Service .....Capitol
Representative .....Forjoe
Membership .....NAB
Pres., Gen. Mr.....Francis M. Fitzgerald
Sta., Comm. Mgr.....J. Law Epps
Program Director.....Fred W. Vinroot
Musical Director.....Richard Bennick
Chief Engineer.....Thomas C. Brandon

WSOC

CHARLOTTE—1933—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WSOC, Inc.
Address.....1925 N. Tryon St.
Phone Number 7138
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Thesaurus, Standard
Representative .....Headley-Reed
Membership .....NAB, BMB
Pres., Gen. Sta. Mgr.....E. J. Gluck
Commercial Mgr.....Bomar A. Lowrance
Sales Prom. Mgr., Pub. Dir.....Nelson Benton
Prog.-Prod. Dir.....Paul Marion
Chief Announcer.....Fred Dickson
Chief Engineer.....L. L. Caudle, Jr.

WRRZ

CLINTON—1947—ABC

Frequency: 880 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Radio Station WRRZ, Inc.
Bus.-Studio Address.....Butler Bldg., Main St.
Phone Number 2354
Transmitter Location....1.6 Mi. S. of Clinton, on Hway. 701
Air Time.....Local sunrise-sunset
News Service .....AP
Transcription Service .....World
Representative .....Walker
Membership .....NAB, BMB
President.....W. R. Roberson, Sr.
Exec. V.P.....W. R. Roberson, Jr.
Gen., Comm. Mgr.....George S. Walston
Program Director.....Richard Welsh
Promotion Manager.....Joseph Tew
Chief Engineer.....Herman P. Jolitz

WEGO

CONCORD—1943

Frequency: 1410 Kc....Power: 1000 Watts d.
Owned-Oper. By....The Concord Tribune, Inc.
Business-Studio Address .....Concord
Phone Number 2271
Transmitter Location .....Hiway 29
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service..Standard, SESAC, Cole, KBS
Representative.....Thomas F. Clark
Membership .....NAB

President....A. W. Huckle
Station Mgr....W. Ennis Bray
Commercial Mgr....A. H. Beckwith
Program Dir....Bob Raiford
Chief Announcer....Gene Bollinger
Chief Engineer....C. F. Wood, Jr.

WCKB

DUNN—1946

Frequency: 780 Kc....Power: 1000 Watts d.
Owned-Oper. By....North Carolina Central Bcstrs., Inc.
Business Address....Box 431
Phone Number....3133-4
Studio-Transmitter Address....Hway. 421
Air Time....Daytime
News Service....AP
Transcription Service....Lang-Worth, SESAC
President....Lefton A. Tart, Sr.
Gen., Sta. Mgr....A. Lincoln Faulk
Comm., Sales Prom. Mgr....John Ciccone
Pgm., Prod. Dir....Alice Holliday
Chief Announcer....William Murphy
Musical Dir....Reta Whittenton
Chief Engineer....Joseph C. Kotlas
Farm Editor....Robert Caudle

WDNC

DURHAM—1934—CBS

Frequency: 620 Kc....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....The Durham Radio Corp.
Bus.-Studio Address..138½ E. Chapel Hill St.
Phone Number....R-155
Transmitter Location....Hillsboro Rd.
Air Time....5:30 a.m.-12:05 a.m.
News Service....AP, UP
Transcription Service....Associated
Representative....Paul H. Raymer
Membership....NAB, BMB
President....C. C. Council
Gen.-Sales Prom. Mgr....J. Frank Jarman
Office Manager....Sue Taylor
Commercial Manager....C. James Woodhouse
Program Director....E. R. Higgins, Jr.
Chief Engineer....K. A. Taylor
Farm Editor....Mark Davis

WDUK

DURHAM—1946—ABC

Frequency: 1310 Kc....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By....WDUK, Inc.
Business Address....Box 1891
Phone Number....R-101
Studio Address....205½ W. Main
Transmitter Location...Leon & Glendale Ave.
Air Time....6 a.m.-M.
News Service....AP
Transcription Service....Lang-Worth
Representative....Weed
Membership....NAB, BMB

President....S. H. Campbell, Jr.
General-Station Mgr....Harmon L. Duncan
Commercial Manager..Edward Browning, Jr.
Prom. Mgr., Pub. Dir....Carolyn M. Dieter
Pgm., Prod. Dir....William G. Hall
Chief Announcer....Hurley I. Parrish, Jr.
Musical Dir....I. Jane Bullock
Chief Engineer....Roy E. Fullen

WSSB

DURHAM—1948—TSN

Frequency: 1490 Kc....Power: 250 Watts
Owned-Oper. By....Public Information Corp.
Business-Studio Address....211 Rigsbee Ave.
Phone Number....6919, 6910
Transmitter Location....Cole Rd., Forest Hills
Air Time....Unlimited
News Service....INS
Transcription Service....Capitol
Representative....Friedenberg
Chairman of the Board....Harold Thoms
President....Thomas B. Sawyer
Gen., Sta., Comm. Mgr..Thomas O. McCaffrey
Sales Prom. Mgr....John Clark
Program Dir....Wally Ausley
Production Dir....Robert E. Evans
Chief Announcer....Eugene Whitaker
Musical Dir....Robert (Bob) Dunnagan
Chief Engineer....Edward Norman
Farm Editor....Frank Baxter

WTIK

DURHAM—1946—TOBACCO

Frequency: 730 Kc....Power: 1000 Watts d.
Owned-Operated By..Durham Bcstg. Co., Inc.
Business-Studio Address....211½ E. Main St.
Phone Number....N-187
Transmitter Location....Ellis Rd.
Air Time....Daytime
News Service....AP
Transcription Service....World, Thesaurus
Representative....Forjoe
Membership....NAB, BMB
President....W. Kenan Rand
General-Station Mgr....Floyd Fletcher
Commercial Manager....Tom Mitchel
Program-Production Dir....Ken Corbitt
Chief Announcer....Don Yeager
Chief Engineer....Arlis A. White

WCNC

ELIZABETH CITY—1938
MBS-KBS

Frequency: 1240 Kc....Power: 250 Watts
Owned-Oper. By....Albemarle Bcstg. Co., Inc.
Business-Studio Address..104 E. Colonial Ave.
Phone Number....1400, 1472
Transmitter Location..Parsonage St., Extended
Air Time....6 a.m.-M.
News Service....UP
Transcription Service....SESAC

Representative .....Burn-Smith
Membership .....NAB, BMB
President.....Dr. Joseph Gill
General Manager.....Bob Bingham
Commercial Manager.....Frank Stilwell
Program Director.....Eleanor S. Bingham
Promotion Manager.....R. Burrows Bingham
Chief Engineer.....Fred Wagner

WGAI

ELIZABETH CITY—1947

Frequency: 560 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By...WGAI Radio Co., Inc.
Business-Studio Address.....Kramer Bldg.
Phone Number 757-1933
Transmitter Location.....Newland Road
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NAB
President .....Herbert Peele
Gen., Sta., Comm. Mgr...William P. Heffernan
Sales Prom. Mgr.....Bob Thomas
Special Events Director.....Armine Wood
Chief Engineer.....Phil Melone
Farm Editor.....Fred Chapman

WFLB

FAYETTEVILLE—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayetteville Bcstrs., Inc.
Business Address.....P. O. Box 1258
Phone Number 7136
Studio-Transmitter Location.....Bragg Blvd.
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Burn-Smith
Membership .....NAB, BMB
President.....Harry B. Stein
Gen., Comm. Mgr.....L. W. Allen
Program Dir.....James Tucker
Chief Engineer.....W. D. Bailey

WFNC

FAYETTEVILLE—1940
MBS-TOBACCO-SEN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Cape Fear Bcstg. Co.
Business-Studio Address..114½ Anderson St.
Phone Number 4848
Transmitter Location.....Murchison Rd.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative .....Walker
Membership .....BMB, FMA
President.....T. K. Weyher
Gen., Sta. Mgr.....Victor W. Dawson
Comm., Sales Prom. Mgr....Luther A. Gambill
Pgm., Pub. Dir.....Nat R. Martin
Chief Engineer.....William Alford

WWNF

FAYETTEVILLE—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Wayne M. Nelson, Inc.
Operated By.....Carl Jack Aley
Business-Studio Address..WWNF, Fayetteville
Phone Number 7101-2
Transmitter Location.....Raleigh Rd.
News Service .....AP
Transcription Service.....Lang-Worth, SESAC, MacGregor
Representative .....Friedenberg
Membership .....NAB
Pres., Gen., Sta. Mgr.....Wayne M. Nelson
Commercial Manager.....Carl Jack Aley
Program Director.....Ray Woodard
News Director.....James J. McMillan
Musical Director.....Charles Friar
Chief Engineer.....E. M. Stanton, Jr.

WBBO

FOREST CITY—1947

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Rutherford County Radio Co., Inc.
Bus.-Studio-Transmitter Address....Forest City
Phone Number 3205
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service....Lang-Worth, Capitol
Membership.....NAB, BMB, FMA
Pres., Gen.-Sta. Mgr.....Ed M. Anderson
Commercial Manager.....Fred Blanton
Sales Prom. Mgr., Prog. Dir.....Jane Smith
Prod. Dir., Chief Announcer, Farm Editor.....Charles Melton
Publicity Director.....Ed Anderson
Musical Director.....Mary Harrill
Chief Engineer.....Merton Iwerks

WFVG

FUQUAY SPRINGS—1949—KBS

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Wake Bcstg. Co.
Address.....P. O. Box 95
Phone Number 333
Air Time .....Daytime
Representative .....Continental
Owner, President.....S. S. Adcock

WGNC

GASTONIA—1939—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....F. C. Todd
Bus.-Studio Address..Natl. Bank of Commerce Bldg.
Phone Number 5-0821
Transmitter Location.....Dallas Rd.

PEOPLE

+ More people live within 50 miles of Greensboro than in any other area of equal size in the Southeast.

PROSPERITY

+ These people make more products, earn more wages and get more for their crops.

POWER-PROGRAMS

WBIG serves the No. 1 spot of the South with 5000 watts, power packed with pulling programs of CBS and fine local talent and news.

W
C B S
I
G

"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

Represented by Hollingbery

• • • NORTH CAROLINA • • •

Air Time.....6 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Continental Radio Sales
Membership .....BMB
President.. .....F. C. Todd
General-Station Mgr.....Pat McSwain
Comm.-Sales Prom. Mgr.....F. C. Abernathy
Program Director.....Fred Gray
Chief Engineer.....W. C. Groves, Jr.

W L T C

GASTONIA—1948

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Gastonia Bcstg. Serv., Inc.
Address.....P. O. Box 1142, Chapel Rd.
Phone Number 5-1079
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Representative.....Thomas F. Clark
Pres., Gen. Mgr.....James B. Petty
Commercial Manager.....Boyce C. Morrow
Pgm., Musical Dir.....A. G. Phillips
Chief Engr., Farm Editor.....Don C. Voigt

W G B R

GOLDSBORO—1939—ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Eastern Carolina Bcstg. Co.
Business-Studio Address.....Box 1024
Phone Number 1550-1
Transmitter Location. 1 Mi. W. of Goldsboro
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Associated
Membership .....NAB, FMA
President.....A. T. Hawkins
General Manager.....Coleman Scott
Commercial Mgr.....Vassie G. Balkcum
Chief Engineer.....Daniel B. Trueblood

W B I G

GREENSBORO—1926—CBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....North Carolina Bcstg. Co.
Business Address.....P. O. Box 1807
Phone Number 6125
Studio Address.....O. Henry Hotel Bldg.
Transmitter Location.....Battleground Blvd.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Thesaurus, World
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President.....Ralph C. Price
Gen., Sta. Mgr.....Gilbert M. Hutchison
Commercial Mgr.....William P. Mitchell
Sales Prom. Mgr., Pub. Dir...Aileen Gilmore
Chief Announcer.....Mike Brooks
Musical Director.....Margaret Banks

Chief Engineer.....Earl F. Allison
Farm Editor.....Bob Jones

WCOG

GREENSBORO—1948—ABC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Inter-City Adv. Co., Inc.
Business-Studio Address.....314 S. Greene St.
Phone Number 3-6925-6
Transmitter Location.....Muirs Chapel Rd.
Air Time .....Unlimited
News Service .....INS
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
President.....George W. Dowdy
Membership .....NAB, BMB
Station Manager.....Henry E. Sullivan
Commercial Mgr.....Virgil E. Evans, Jr.
Sales Prom. Mgr., Pub. Dir.....Jeta Pace
Pgm. Dir., Chief Anncr.....Wally Williams
Chief Engineer.....Ernest Pate, Jr.
Farm Editor.....Dick Swanson

WGBG

GREENSBORO—1942—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Greensboro Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 2280
Phone Number 3-3631
Transmitter Location.....Retreat St.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Capitol, Associated
Representative .....Burn-Smith
Pres., Gen.-Sta. Mgr.....Ralph M. Lambeth
Commercial Mgr.....L. O. Hutchins
Sales Prom. Mgr.....Earl O. Sullivan
Program Director.....H. Marie Craven
Chief Engineer.....James M. Stewart

WGTC

GREENVILLE—1940—TOBACCO

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Carolina Bcstg. Sys., Inc.
Business-Studio Address .....Greenville
Phone Number 3182-3
Transmitter Location.....Falkland Hiway
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service.....World, SESAC, Lang-Worth
Membership .....NAB
President.....Earl McD. Westbrook
Gen., Sta. Mgr.....A. Hartwell Campbell
Comm., Sales Prom. Mgr....David W. Mosier
Production, Pub. Dir.....Dave Mosier
Chief Announcer.....Charles Whedbee
Musical Dir.....Bill Burwell
Chief Engineer.....Bill Alford
Farm Editor.....Wyatt Highsmith

WHNC

HENDERSON—1945—MBS

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Henderson Radio Corp.
Bus.-Studio Address.....219 S. Williams St.
Phone Number.....736, 1446
Transmitter Location....2 Mi. N. of Henderson on U. S. Hway. No. 1
Air Time .....Daytime
News Service .....AP
Transcription Service.....Thesaurus, Cole, Lang-Worth, Keystone
Representative .....Everett-McKinney, Inc.
Membership .....NAB, FMA
President.....S. S. Stevenson
Gen., Sta., Comm. Mgr.....Nathan Frank
Program Director.....Virginia Parham
Production Director.....Harry Trotman
Chief Announcer.....Dick Malloy
Chief Engineer.....Lewis Hiland
Farm Editor.....Robert B. Harrison

WHKP

HENDERSONVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Hendersonville, Inc.
Business Address.....Staton Bldg.
Phone Number 700
Studio Address.....Bowen Hotel
Transmitter Location.....U. S. Hway 64, E.
Air Time.....6 a.m.-M.
News Service .....AP
Representative.....Continental Radio Sales
Membership .....NAB
President, General Manager.....Bob Amos
Commercial Manager.....Jack Hammette
Comm., Sales Prom. Mgr., Pgm. Dir. Kermit Edney
Chief Engineer.....Clifford Inman

WHKY

HICKORY—1939—ABC

Frequency: 1290 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By..The Catawba Valley Bcstg., Co., Inc.
Bus.-Studio Address.....13th St. Radio Bldg.
Phone Number 2294-5
Transmitter Location...2½ Mi. S.E. of Hickory
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, Associated, SESAC
Representative .....Dodson
Membership .....NAB, BMB
President.....Carl V. Cline
Gen.-Sta. Mgr., Chief Engr....Edmund S. Long
Commercial Mgr.....James K. Willis
Program Dir.....Jack Starnes

WIRC

HICKORY—1948

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Operated By..Foothills Bcstg. Co., Inc.
Business-Studio Address.....1423—11th Ave.
Phone Number 2124
Transmitter Location.....2 Mi. SE of city
Air Time .....Daytime
News Service .....AP
Transcription Service....Lang-Worth, Standard
Representative .....McGillvra
Membership .....NAB
President.....Margaret A. Smith
Chief Announcer.....Richard H. Benson
Musical Dir.....Mattie I. Padgett
Chief Engineer.....Elmer H. Troutman, Jr.

WHPE

HIGH POINT—1947—KBS

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Oper. By..High Point Enterprise, Inc.
Business-Studio Address..305-307 N. Main St.
Phone Number 3466-7
Transmitter Location.....Old Thomasville Rd.
Air Time.....Local sunrise-sunset
News Service .....AP
Transcription Service....Associated, Standard
Membership.....NAB, FMA, BMB
President.....R. B. Terry
Sec.-Treas.....D. A. Rawley
Commercial Mgr.....Walter Hester
Program Director.....Nick Lawrence
Chief Announcer.....Morrison Combs
Musical Dir.....Harold Craven
Chief Engineer.....Yancy Cecil

WMFR

HIGH POINT—1935—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WMFR, Inc.
Bus.-Studio-Transmitter Address..164 S. Main St.
Phone Number 4593-4
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Lang-Worth, Capitol
Representative .....Burn-Smith
Membership .....NAB, BMB
Pres., Gen.-Station Mgr.....Frank S. Lambeth
Commercial Manager.....Frank Smith
Program Director.....Gary Davis
Sales Prom. Mgr.....Gerald D. Sullivan
Publicity Dir.....Lois Cosworth
Musical Director.....Wayne Morgan
Chief Engineer.....Robert Moore

WJNC

JACKSONVILLE—1945
MBS-TOBACCO

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Lester L. Gould
Address.....Box "E" or Route 24
Phone Number 707-8
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Forjoe
Membership .....NAB
Pres., Gen. Mgr.....Lester L. Gould
Comm. Mgr., Chief Anncr.....Rodric L. Jones
Sales Prom. Mgr.....Arthur Wieder
Pgm. Dir., Chief Engr.....James J. Cooney
Farm Editor.....Charlie C. Clark

WGTL

KANNAPOLIS—1946

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Fred H. Whitley, Inc.
Address.....Box 637, Cannon Blvd.
Phone Number..Kannapolis 870, Concord 2154
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Lang-Worth, World
Membership .....NAB, BMB
President, Gen. Mgr.....Fred H. Whitley
Program Director.....Frank H. Bowers
Chief Engineer.....Foy Hinson

WFTC

KINSTON—1937—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Kinston Bcstg. Co.
Address.....204 East King St.
Phone Number 4111
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NAB, BMB
President.....Alban K. Barrus
Gen., Sta. Mgr.....William S. Page
Commercial Mgr.....B. George Barber, Jr.
Program Dir.....S. Bruce Petteway
Chief Announcer.....Carl B. Caudill, Jr.
Chief Engineer.....David E. Hardison

WEWO

LAURINBURG—1947

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Scotland Bcstg. Co.
Bus.-Studio Address.....Chetwynd Hotel Bldg.
Phone Number 770
Transmitter Location .....Laurinburg-Maxton Hway.
Air Time .....Daytime

News Service ..... UP
Transcription Service ..... World
Membership ..... NAB, BMB
President ..... Edwin Pate
General Mgr. ..... J. R. Dalrymple, Jr.
Commercial Manager ..... C. J. Cordes
Program Director ..... Paul Wynn
Chief Engineer ..... Truman N. Brock

WLOE

LEAKSVILLE—1946—MBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Douglas L. Craddock
Address ..... The Blvd.
Phone Number 701-2
Air Time ..... 6 a.m.-M.
News Service ..... AP
Transcription Service ..... World
Membership ..... NAB
Pres., Gen., Sta. Mgr. ..... Douglas L. Craddock
Commercial Manager ..... William Baskerville
Pgm. Dir., Chief Anncr. ..... Kenneth Thomas
Chief Engineer ..... Eldred Winn

WJRI

LENOIR—1946—MBS-KBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... John P. Rabb
Bus.-Studio Address .. Union Natl. Bank Bldg.
Phone Number 761, 899
Transmitter Location .... 1¼ Mi. W. Lenoir on Hway. 18
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... Thesaurus
Owner ..... John P. Rabb

WBUY

LEXINGTON—1945—KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Davidson County Bcstg. Co.
Business Address ..... P. O. Box 359
Phone Number 2716
Studio-Transmitter Location ..... Route 1
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... Lang-Worth, World
Representative ..... Continental Radio Sales
Membership ..... NAB
Partners ..... Greely N. & Omar G. Hilton
Station Manager ..... C. Robert Ray
Commercial Mgr. ..... Earle Broome
Program Director ..... Claude White
Chief Engineer ..... Fred Honeycutt

WTSB

LUMBERTON—1946—MBS-KBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Robeson Bcstg. Corp.
Business-Studio Address ..... 112 W. Fifth St.
Phone Number 1080-1
Transmitter Location ..... Charlotte Rd.
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... Standard, Keystone
Representative ..... Continental Radio Sales
Membership ..... NAB
General Manager ..... Walter James MacNeil
Commercial Manager ..... W. J. MacNeil
Program Director ..... C. W. Hogan
Chief Announcer ..... LeGrande Tatum
Chief Engineer ..... W. F. Rogers

WBRM

MARION—1949—TOBACCO

Frequency: 1250 Kc. ..... Power: 1000 Watts d.
Owned-Operated By .. Lake City Bcstg. Corp.
Address ..... 13½ W. Court St.
Phone Number 102
Air Time ..... Daytime
News Service ..... UP
Transcription Service ..... Capitol
Pres., Gen. Mgr. ..... W. P. Erwin
Commercial Mgr. ..... J. C. Pleasant
Asst. Gen. Mgr., Pgm. Dir. .. J. L. Reynolds, Jr.
Chief Engineer ..... J. Ray Horton

WMAP

MONROE—1947—KBS-LSN

Frequency: 1060 Kc. ..... Power: 250 Watts d.
Owned-Operated By ..... Union Bcstg. Corp.
Business Address ..... P. O. Box 382
Phone Number 1060
Studio-Transmitter Location ..... Camp Sutton
Air Time ..... 6:30 a.m.-5:15 p.m.
News Service ..... UP
Transcription Service ..... Lang-Worth
President ..... J. Ray Shute
Gen., Sta. Mgr. ..... Dick Marable
Commercial Mgr. ..... Z. Bright Tucker
Sales Prom. Mgr., Pgm. Dir. ..... R. W. Furman
Prod. Dir., Chief Anncr. ..... J. Archie Laney
Publicity Dir. ..... Frank Zeus Funderburk
Chief Engineer ..... Hillard Fletcher
Farm Editor ..... Robert Hilliard

WMBL

MOREHEAD CITY—1947

Frequency: 740 Kc. (C.P. 1280)
Power: 1000 Watts d.
Owned-Oper. By ..... Carteret Bcstg. Co., Inc.
Business Address ..... P. O. Box 740
Phone Number 9740
Studio-Transmitter Location ..... Morehead City
Air Time ..... Daytime
News Service ..... UP
Transcription Service ..... World, Standard
Representative ..... Joseph Hershey McGillvra
Membership ..... NAB, BMB

Pres., Gen. Mgr.....Grover C. Munden
Commercial Manager.....Charles H. Markey
Sales Prom. Mgr.....J. Q. Wallace
Prog. Dir.,Chief Engineer.....Ray Cummins

WMNC

MORGANTON—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Nathan J. Cooper
Business-Studio-Transmitter Address...Box 698
Phone Number 1100
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Owner, Manager.....Nathan J. Cooper
Program Dir.....Gerneil Hudson
Publicity Dir.....Madelyn Patton
Chief Announcer.....Bob Davis
Chief Engineer.....Frank Ballew

WPAQ

MT. AIRY—1948—CAROLINA SPTS.

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Ralph D. Epperson
Bus.-Studio-Transmitter Address.....Mt. Airy
Phone Number 682
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Representative.....P. W. Seward
Membership .....NAB
Pres., Gen.-Station Manager,
Chief Engineer.....Ralph D. Epperson
Sales Prom. Mgr.....H. A. Epperson
Program Dir.....W. F. Crutchley
Chief Announcer.....Earl Nemi
Farm Editor.....Neil Smith

WHIT

NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..The Coastal Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address....Trent Blvd.
Phone Number.....4450, 4024
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Forjoe
Membership .....NAB
Pres., Gen., Sta. Mgr.....Louis N. Howard
Sales Prom. Mgr., Chief Anncr.....Bruce Lee
Publicity Director.....Ruth Young
Musical Director.....George Nelson
Office Manager.....Ellen Hancock
Continuity Director.....Jacquelyn M. Paul
Chief Engineer.....Robert Coddington
Farm Editor.....Paul M. Cox

WNNC

NEWTON—1948—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...Newton Conover Bcstg. Co.
Business Address.....Box 606
Phone Number 930
Studio-Transmitter Location..West A. St., Ext.
Air Time.....6 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Continental Radio Sales
Membership .....NAB
General Manager.....Charles Turner
Sta. Mgr., Prog. Dir.....Earl Holder
Commercial Manager.....Eugene Henry
Chief Anncrs.....Harvey Laughter, Bill Taylor
Chief Engineer.....Dennis Long

WKBC

NORTH WILKESBORO—1947

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wilkes Bcstg. Co.
Business-Studio Address.....Radio Bldg.
Phone Number 633
Transmitter Location.....Wilkes County
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....World
Membership .....NAB, BMB
President.....Doris B. Brown
Comm.-Sales Prom. Mgr.....Roland B. Potter
Pgm. Dir., Farm Editor.....John T. Cashion
Publicity Director.....Charles Wilfong
Chief Engineer.....Robert Harvey

WOXF

OXFORD—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oxford Bcstg. Corp.
Address .....Hancock Bldg.
Phone Number 3250
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
President.....F. W. Hancock, Jr.
Gen., Comm., Prom. Mgr.....Jimmie Childress
Program Director.....Hart Curl

WNAO

RALEIGH—1948—ABC

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Oper. By....The News and Observer
Publishing Co.
Business-Studio Address..219 S. McDowell St.
Phone Number 2-0321
Transmitter Location .....Asbury
Air Time.....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Standard

Representative .....Weed
Membership.....NAB, BMB, FMA
President.....Josephus Daniels, Jr.
Gen., Comm. Mgr., Pgm. Dir...George T. Case
Publicity Director.....Flora Norris
Chief Anncr., Farm Editor.....Lee Parker
Chief Engineer.....Bascom E. Porter

WPTF

RALEIGH—1924—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WPTF Radio Co.
Business-Studio Address.....Insurance Bldg.
Phone Number 8311
Transmitter Location .....Cary
Air Time.....5:30 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative.....Free & Peters
Membership .....NAB, BMB
President.....J. R. Weatherspoon
Gen., Sta. Mgr.....Richard H. Mason
Sales Manager.....O. L. Carpenter
Program Manager.....Graham B. Poyner
Dir. of Adv. & Prom.....R. W. Youngsteadt
Production Dir.....Warren Barfield
Chief Engineer.....Henry Hulick, Jr.
Farm Editor.....Joe Reaves

WRAL

RALEIGH—1939—MBS-TOBACCO

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Capitol Bcstg. Co., Inc.
Bus.-Studio Address.....130 S. Salisbury St.
Phone Number 6411
Transmitter Location.....Bart St.
Air Time.....6:30 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....World
Representative .....Pearson
Membership.....NAB, BMB, FMA
President.....A. J. Fletcher
Gen.-Station-Comm. Mgr.....Fred Fletcher
Program Director.....Jesse Helms
Chief Engineer.....Virgil D. Duncan

WFRC

REIDSVILLE—1947—KBS

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By....Piedmont Carolina Bcstg. Co., Inc.
Business-Studio Address.....116½ Gilmer St.
Phone Number 1573-4
Transmitter Location.....Wentworth Rd.
Air Time.....6 a.m.-11 p.m.
News Service .....AP

NORTH CAROLINA

WHY IS AP THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

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President: Earle Gluck—WSOC, Charlotte
Vice-President: Frank Jarman—WDNC, Durham
Second Vice-President: W. R. Roberson—WRRF, Washington
Secretary: Paul Hansell—AP Chief of Bureau
Treasurer: E. Z. Jones—WBBB, Burlington
Continuing Study Committee Chairman: Jack Knell—WBT, Charlotte

NORTH CAROLINA

Transcription Service.....World, Associated, Keystone
Representative .....Cooke
Membership .....NAB
President.....H. T. Williams
Gen., Comm. Mgr.....Steve Woodson
Prog. Dir., Chief Announcer.....Forrest Bedell
Production Dir.....George Hall
Musical Dir.....Paul Montgomery
Chief Engineer.....L. H. Alexander
Farm Editor.....Tiny Turner

WCBT

ROANOKE RAPIDS—1940—MBS
TOBACCO

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WCBT, Inc.
Bus.-Studio Address.....251 Roanoke Ave.
Phone Number R-8551
Transmitter Location.....E. Tenth St., Ext.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership.....NAB, BMB, FMA
Pres., Gen. Mgr.....S. E. Crew
Comm.-Sales Prom. Mgr.....A. L. Drew
Pgm., Prod. Dir.....Ken Johnson
Publicity Dir.....Jerry Elliot
Musical Director.....Herb Daniels
Chief Engineer.....C. W. Meares

WAYN

ROCKINGHAM—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Wayn, Inc.
Business-Studio Address .....Rockingham
Phone Number 611
Air Time .....Daytime
News Service .....UP
Transcription Service .....MacGregor
President.....Wayne M. Nelson
Res., Comm. Mgr.....Matt F. Gettings
Chief Engineer.....William Henley

WCEC

ROCKY MOUNT—1947—KBS
TOBACCO

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Josh L. Horne
Bus.-Studio Address.....115 N. Church St.
Phone Number 2880
Transmitter Location.....Hway. 95
Air Time .....Daytime
News Service .....AP
Transcription Service.....Associated, Capitol
Representative .....Ra-Tel
Membership .....FMA
Owner.....Josh L. Horne
Gen., Sta. Mgr.....Mel Warner
Commercial Manager.....Ray Thompson
Program Director.....Ray Wilkinson
Publicity Dir.....Dick Johnson
Musical Director.....Bobby Pritchard
Chief Engineer.....Harold Aycock
Farm Editor.....Doc Layton

WEED

ROCKY MOUNT—1933—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. A. Wynne
Business Address.....Box 752
Phone Number 8149
Studio-Transmitter Location..Nashville Hiway
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....World, Standard
Membership .....NAB
Gen. Mgr., Chief Engr.....W. A. Wynne
Commercial Mgr.....Gordon Floe
Program Dir.....Eunice Snipes

WRXO

ROXBORO—1949

Frequency: 1430.....Power: 1000 Watts d.
Owned-Operated By.....Roxboro Bcstg. Co.
Address .....Box 166
Phone Number 6013
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
President.....H. W. Winstead
Gen., Comm. Mgr., Chief Engr....H. S. Taylor
Program Dir.....W. D. Gregory

WSAT

SALISBURY—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mid-Carolina Bcstg. Co.
Business-Address .....Drawer 99
Phone Number 276
Studio-Transmitter Location.....Milford Hills
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Representative.....Dora C. Dodson
Membership .....NAB
President.....Charles H. Wentz
Gen.-Comm. Manager.....John Smith
Program Director.....W. F. Fleming
Chief Announcer.....Jimmie Morris
Musical Dir.....Marie Newland
Chief Engineer.....Elbert Sherman

WSTP

SALISBURY—1939—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Piedmont Bcstg. Corp.
Bus.-Studio Address.....State Theatre Bldg.

Phone Number 2121
Transmitter Location.....Statesville Rd.
Air Time.....7 a.m.-M.
News Service .....AP
Transcription Service .....Associated
Representative .....Burn-Smith
Membership .....NAB
President.....Bryce P. Beard, Sr.
Sta. Mgr., Prog.-Prod. Dir.....Russell McIntire
Gen., Sta., Sales Prom. Mgr....Alex P. Beard
Publicity Dir.....Betty Fisher
Comm. Mgr.....Katherine F. Murphy
Chief Announcer.....Bill Brown
Musical Director.....Rebecca Duffell
Chief Engineer.....Carl B. Watson
Farm Editor.....Polly Eldon

WWGP

SANFORD—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Lee Bcstg. Corp.
Bus.-Studio Address....Radio Bldg., Steele St.
Phone Number 860
Transmitter Location .....Tramway
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....World, Capitol
Pres., Gen.-Station Mgr.....Waldo W. Primm
Commercial Mgr.....L. B. Nelson
Program Director.....Margaret Blake
Chief Engineer.....Carey H. Olive

WOHS

SHELBY—1946—MBS

Frequency: 730 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Carolina Radio Corp.
Business Address.....Box 1401, Shelby
Phone Number 340
Studio-Transmitter Location..Hway. No. 74, W. at city line
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
Membership .....NAB
President.....Lee B. Weathers
Gen. Mgr., Chief Engineer..Robert M. Wallace
Commercial Mgr.....Max P. Butler
Program Dir.....Hugh Dovey

WEEB

SOUTHERN PINES—1947
MBS-TAR HEEL

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By...The Sand Hill Community Bcstrs., Inc.
Business Address.....Drawer 1140
Phone Number 6191
Studio-Transmitter Location.....U. S. Hway. No. 1, S.
Air Time .....Daytime
News Service .....AP
Representative .....Forjoe
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Jack S. Younts
Comm. Mgr., Publicity Dir.....Joe A. Warren
Sales Prom. Mgr.....Elizabeth M. Younts
Program Dir., Chief Anncr....Edward Cox, Jr.
Chief Engineer.....Melvin Kushner

WSTS

SOUTHERN PINES—1947—KBS

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sandhills Bcstg. Corp.
Bus.-Studio Address.....115 E. Broad St.
Phone Number 5451
Transmitter Location.....Hiway 2
Air Time .....Daytime
News Service .....UP
Transcription Service.....Standard, SESAC
Representative .....Cooke
Membership .....NAB
President.....Frank L. Baber
Gen., Sta. Mgr.....J. C. Cole
Chief Announcer.....James L. Allwood
Chief Engineer.....Edward O. Kopriver

WSIC

STATESVILLE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Statesville Bcstg. Co., Inc.
Bus.-Studio Address..Radio Rd., P. O. Box 1189
Phone Number 9078
Transmitter Location.....Radio Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....Continental Radio Sales
Membership .....NAB
President.....Dr. James W. Davis
General Manager.....L. G. Churchill
Commercial Mgr.....Charles D. Melton
Program Director.....Albert Watson
Chief Engineer.....T. K. Abernethy

WCPS

TARBORO—1946

Frequency: 760 Kc..... Power: 1000 Watts d.
Owned-Oper....Coastal Plains Bcstg. Co., Inc.
Bus.-Studio Address....Edgecombe Bank Bldg.
Phone Number.....643, 946
Transmitter—Hway. 64 Bet. Rocky Mt. & Tarboro
Air Time .....Daytime
News Service .....AP
Transcription Service....Lang-Worth, Capitol
Membership .....NAB, BMB
President.....V. E. Fountain
Gen., Sta. Mgr.....J. T. Snowden, Jr.
Comm., Sales Prom. Mgr....J. Porter MacNair
Pgm. Dir., Chief Anncr.....Eccles Wall
Publicity Dir.....Margaret Johnston
Chief Engineer.....C. D. Chandler

WTNC

THOMASVILLE—1947

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned By.....The Thomasville Bcstg. Co.
Business Address.....Box 867, Thomasville
Phone Number 902
Studio-Transmitter Location....Salem St., Ext.
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
President.....George W. Lyles
Gen., Comm. Mgr.....Harold Harrison
Chief Engineer.....L. M. Sugg

WADE

WADESBORO—1947

Frequency: 1210 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Anson Radio & Bcstg. Co.
Bus.-Studio Address.....Lyon Bldg.
Phone Number 620
Transmitter Location.....Hiway 52
Air Time .....Daytime
News Service .....UP
Transcription Service .....RCA
Membership .....NAB
President.....R. P. Lyon
Station Manager.....Jack P. Hankins
Commercial Manager.....Edward Mullinix
Program Director.....Willard P. Billingsley
Chief Engineer.....Cecil Sills

WHED

WASHINGTON—1948—TAR HILL SPTS.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Beaufort Bcstg. Co.
Bus.-Studio Address....Guaranty Bank Trust Bldg.
Phone Number 278
Transmitter Location.....Rt. 17, S.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Representative .....Continental
Membership .....NAB
President.....Lee Wynne
Gen., Sta. Mgr., Prod. Dir.....R. B. Armstrong
Commercial Mgr.....C. B. Armstrong
Sales Prom. Mgr.....Richard David
Pgm. Dir., Chief Anncr.....John Morgan
Publicity Director.....Link Harner
Chief Engineer.....John Wilroy
Farm Editor.....Mack Stamps

WRRF

WASHINGTON—1942—ABC

Frequency: 930 Kc.....Power: 5000 Watts d.
Owned-Oper. By..Tar Heel Bcstg. System, Inc.
Bus.-Studio Address.....Bank of Washington Bldg.
Phone Number 403
Transmitter Location....1½ Mi. S. of city on Hway. 17
Air Time.....5:30 a.m.-sunset
News Service .....AP
Transcription Service .....World
Representative .....Walker
Representative .....Forjoe
Membership .....NAB, BMB
President.....W. R. Roberson, Sr.
Vice Pres.....W. R. Roberson, Jr.
Gen.-Comm. Manager.....T. H. Patterson
Sales Prom. Mgr., Pub. Dir.....Merrill Daniels
Program-Production Dir.....Don Pierce
Musical Director.....Charlie Yates
Chief Engineer.....I. G. Murphrey
Farm Editor.....Bill Abeyounis

WHCC

WAYNESVILLE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Smoky Mountain Bcstg.
Business-Studio Address..Park Theatre Bldg.
Phone Number 680
Transmitter Location.....Howell Mill Rd.
Air Time .....6 a.m.-11 p.m.
President .....Holt McPherson
Gen., Sta., Comm. Mgr.....Fred U. Wamble
Program Dir.....Harry Robinson
Chief Engineer.....Frank Wilbur
Farm Editor.....Wayne Corpening

WENC

WHITEVILLE—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Whiteville Bcstg. Co., Inc.
Business-Studio Address.....Whiteville
Phone Number 620
Transmitter Location...1 Mi. from Bus. District
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Standard
Representative .....Clark
Membership .....NAB
Representative .....Josiah Maulshy
General Manager.....Ward A. Coleman
Prog. Dir., Prod. Mgr.....Jerry Honeycutt
Chief Engineer.....Ovie Boutwell

WGNI

WILMINGTON—1946—MBS TOBACCO

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...New Hanover Bcstg. Corp.
Business Address.....P. O. Box 969
Phone Number 2-2493
Studio-Transmitter Location....Eagle Island at Cape Fear River Bridge
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard

Representative.....Joseph Hershey McGillvra
President.....J. S. Brody
Station Manager.....Allen B. Jones
Commercial Mgr.....Tommy Thompson
Program Director.....Paul Parker
Chief Engineer.....A. J. Gulino
Production Dir.....Lou Essick
Chief Engineer.....Art Madeley

WMFD

WILMINGTON—1935—ABC

Frequency: 630 Kc.....Power: 1000 Watts
Owned By.....Radio Station WMFD
Operated By.....R. A. Dunlea
Business Address.....P. O. Box 696
Phone Number 4840
Studio Address.....Castle Hayne Rd.
Transmitter Location.....Brunswick County
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NAB, BMB
General-Station Mgr.....R. A. Dunlea
Comm.-Sales Prom. Mgr.....C. O'Shields
Program Director.....Bruce Buchanan
Prod.-Pub. Director.....R. A. Dunlea, Jr.
Chief Engineer.....E. I. Herring

WGTM

WILSON—1937—MBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By.....Watson Industries, Inc.
Bus.-Studio Address.....Herring Ave. Ext.
Phone Number 2188-9
Transmitter Location.....Rock Ridge
Air Time.....5 a.m.-2 a.m.
News Service .....UP
Transcription Service .....Standard
Representative .....Weed
Membership.....NAB, BMB, FMA
President.....Penn Thomas Watson
General-Station Mgr.....Allen Wannamaker
Pgm. Dir., Chief Anncr.....W. E. Jackson, Jr.
Production Director.....Charlie Slate
Production Dir.....Charlie Slate
Publicity Director.....Harriet P. Fulghum
Chief Engineer.....W. H. Malone

WVOT

WILSON—1948

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wilson Radio Co.
Address.....Hway. 301 N.
Phone Number 5157-8
Air Time.....6 a.m.-Sunset
News Service .....AP
Transcription Service .....Capitol
Membership .....BMB
President.....H. W. Anderson
Exec. V.P.....W. T. Williams
Station Mgr.....Harry Severance
Commercial Mgr.....P. O. Barnes
Sales Prom. Mgr.....Lynda Thomas
Pgm., Prod. Dir.....Joel Lawhon
Publicity Dir.....Tommy Williams
Chief Engineer.....N. V. Pieler

WAIR

WINSTON-SALEM—1937—ABC
TOBACCO SPTS.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WAIR Bcstg. Co.
Business-Studio Address.....Pepper Bldg.
Phone Number 2-1133
Transmitter Location.....S. Stratford Rd.
Air Time.....6 a.m.-12:15 p.m.
News Service .....AP
Transcription Service.....World, Capitol
Representative .....Walker
Membership.....NAB, BMB, FMA
Partner, Gen., Sta. Mgr.....George D. Walker
Commercial Mgr.....John Miller
Sales Prom. Mgr., Pub. Dir.....Ken Wilson
Program Dir.....Doris Pardington
Chief Engineer.....Lee King

WSJS

WINSTON-SALEM—1930—NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Piedmont Publishing Co.
Bus.-Studio Address.....419-21 N. Spruce St.
Phone Number 2-4141
Transmitter Location..R.F.D. No. 1, Old Town
Air Time .....Unlimited
News Service .....UP
Transcription Service....Associated, Standard
Representative .....Headley-Reed
Membership .....NAB, BMB
President .....Gordon Gray
V.P., Managing Dir.....Harold Essex
Sales Manager.....Harry B. Shaw
Program Manager.....Robert Estes
Production Director.....John Comas
Publicity Director.....Les Forsyth
Dir. of Engineering.....Phil Hedrick

WTOB

WINSTON-SALEM—1947—MBS

Frequency: 710 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Winston-Salem Bcstg. Co.
Business-Studio Address....826 W. Fourth St.
Phone Number 7145
Transmitter Location.....Konnoak Dr.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Taylor-Borroff
President.....James W. Coan
Gen., Comm. Mgr.....John G. Johnson
Pgm. Dir., Chief Anncr.....Bill Billingsley
Production Dir.....Betty Jane Blalock
Chief Engineer.....Russell Spikula

The CBS Station Covering the
Top of the Nation
Fargo **K S J B** Jamestown

The Way We Interpret Our
B M B—**K S J B**
Delivers More Radio Homes
At Less Cost Per Listener
Than Any Other Station
In North or South Dakota

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JAMESTOWN NORTH DAKOTA

NORTH DAKOTA

Estimated Population 605,000—Increase —5.7%—Radio Homes 145,000
Radio Families 149,000—Stations in State 13

KFYR

BISMARCK—1925
NBC-NORTHWEST

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Bcstg. Co.
Bus.-Studio Address.....202½ Fourth St.
Phone Number 468
Transmitter Location .....Menoken
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....John Blair
Membership .....NAB, BMB
President, General Manager.....P. J. Meyer
Station Manager.....F. E. Fitzsimonds
Comm.-Sales Prom. Mgr.....R. W. MacLeod
Pgm., Prod. Dir.....Cal Culver
Publicity Dir.....Larry Kindle
Production Director.....Charles Schoregge
Chief Engineer.....Ivar Nelson

KDLR

DEVILS LAKE—1925
MBS-GREAT NORTHERN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KDLR, Inc.
Business-Studio Address.....1025 3rd St.
Phone Number 1090
Transmitter Location.....E. end Fourth St.
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service.....World, SESAC
Membership .....BMB
Pres., Gen.-Sta.-Comm. Mgr.....Bert Wick
Sales Prom. Mgr.....Norman Buckner
Program Director.....Wilbur Clemenson
Chief Engineer.....Richard Moritz

KDIX

DICKINSON—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Dickinson Radio Assn.
Bus.-Studio Address.....28 First Ave. W.
Phone Number 348
Transmitter Location....1 Mi. N. of Dickinson on Hway. No. 22 & ¼ Mi. E.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Standard, SESAC
Representative.....Orville F. Lawson
Membership .....NAB, BMB
President.....Dr. P. J. Weir
Gen.-Sta. Mgr., Pub. Dir.....Orville F. Burda
Commercial Manager.....E. A. Spear
Sales Prom. Manager.....Douglas Anderson
Prog.-Prod. Director.....George L. Brooks
Chief Engineer.....Quentin Prochaska

KFGO

FARGO—1948—ABC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By...Northern States Bcstg. Co.
Business-Studio Address.....KFGO Bldg.
Phone Number.....Fargo 2-3291
Transmitter Location.....Wild Rice
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Standard, SESAC
Representative .....Bolling
Membership .....NAB, BMB
President.....W. R. Haggart
Gen., Sta., Comm. Mgr.....Charles G. Burke
Pgm., Prod. Dir.....David B. Henley
Musical Dir.....Earl Mann
Chief Engineer.....Olaf Gabrielson
Farm Editor.....Morrie Freedman

KVNJ

FARGO—1948

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Northwest Bcstg. Co.
Business-Studio Address.....217½ Broadway
Phone Number 23-201
Transmitter Location..Hiway 81, 3 Mi. S. City
Air Time .....Daytime
News Service .....UP
Transcription Service .....Associated
Pres., Gen. Mgr.....E. L. Alford
Sta., Comm. Mgr.....E. L. Ausman
Program Dir.....Hollis B. Hoff
Publicity Dir.....Jack Swenson
Chief Engineer.....Bob Schaefer

WDAY

FARGO—1922—NBC-NORTHWEST

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WDAY, Inc.
Business-Studio Address.....Black Bldg.
Phone Number 5357
Transmitter Location.....W. Fargo
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....RCA
Representative.....Free & Peters
Membership .....NAB, BMB
President, Gen. Mgr.....E. C. Reineke
Station Manager.....Jack Dunn
Sales Manager.....Tom Barnes
Sales Promotion Manager.....Roy Pedersen
Program Manager.....Ken Kennedy
Production Manager.....Maurie Waller
Chief Engineer.....Juline Savold

K I L O

GRAND FORKS—1941—CBS

Frequency 1440 Kc.....Power: 1000 d.; 500n.
Owned-Oper. By....Grand Forks Herald, Inc.
Bus.-Studio Address....First Natl. Bank Bldg.
Phone Number 1200
Transmitter Location..Univ. of N. Dak. Campus
News Service .....UP
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....M. M. Oppegard
Manager.....Wallace E. Stone
Chief Engineer.....Arnold Patrick
Program Dir.....Jeff Gorham

K N O X

GRAND FORKS—1947
MBS-GREAT NORTHERN

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Community Radio Corp.
Address .....Grand Forks
Phone Number 3500
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Membership .....BMB
President.....Carroll E. Day
Gen., Sta. Mgr.....Elmer Hanson
Sales Prom. Mgr.....Robert C. Lukkason
Program Dir.....James Cowan
Production Dir.....Dorothy Swenson
Publicity Dir.....Donald DeKrey
Chief Engineer.....Clifford Thomeford

K S J B

JAMESTOWN—1937—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By...Jamestown Bcstg. Co., Inc.
Bus.-Studio Address..429 SW 2nd St., Jamestown; 54½ Broadway, Fargo
Phone Number.....Jamestown 1600
Transmitter.....Hway. 281, 6 Mi. S. of city
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....BMB
Secretary-Treasurer.....Donn C. Clayton
Pres., Sta. Mgr.....John W. Boler
Sales Prom. Mgr.....G. H. McKinnon
Program Dir.....Don Kingsley
Publicity Director.....Gerald Uppman
Chief Announcer.....Hal Kennedy
Chief Engineer.....Robert E. Ridgway
Farm Editor.....Chester Graham

(See Page 570)

K G C U

MANDAN—1925
MBS-GREAT NORTHERN

Frequency: 1270 Kc.....Power: 1000 d.; 250n.
Owned-Oper. By....Mandan Radio Assn., Inc.
Bus.-Studio Address.....200 3rd Ave. N.W.
Phone Number..(Office) 561, (Transmitter) 3660
Transmitter Location....2½ Mi. SE of Mandan on Hway. 10
Air Time.....5 a.m.11:30 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Walker
Membership .....NAB, BMB
President.....W. S. Russell
Gen., Sta. Mgr.....M. J. Reichert
Commercial Mgr.....Harry McKee
Traffic-Production Director.....Mert Bushee
Chief Engineer.....Ray Barnett

K L P M

MINOT—1929
MBS-GREAT NORTHERN

Frequency: 1390 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Minot Bcstg. Co.
Business-Studio Address.....Fair Block
Phone Number 41-146
Transmitter.....2 Mi. E. of Minot on Hway. 52
Air Time.....6:30 a.m.M.
News Service .....UP
Transcription Service .....World
Representative .....Walker
Membership .....BMB
Principal Owner, Gen. Mgr.....John B. Cooley
Sta. Mgr., Chief Engineer.....C. W. Baker
Commercial Manager.....E. H. Cooley
Sales Prom. Mgr., Pub. Dir...Leslie E. Maupin
Prog.-Prod. Dir.....James J. Hautman

K O V C

VALLEY CITY—1936
MBS-GREAT NORTHERN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KOVC, Inc.
Business-Studio Address.....312 Fifth Ave.
Phone Number 408-W
Transmitter Location.....S.W. of town
Air Time.....6:30 a.m.11 p.m.
News Service .....UP
Pres., Gen.-Comm. Mgr.....Robert E. Ingstad
Program Director.....Hugh Thomas
Chief Engineer.....Charles Sjostrom

K W B M

WILLISTON—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Williston Bcstg. Co.
Address .....Williston
Phone Number 1450
News Service .....UP
Transcription Service .....World
Representative .....Hal Holman
Pres., Pgm. Dir.....Raymond Kapp
General Manager.....A. L. Hellebust
Commercial Mgr.....B. G. Bailey
Chief Engineer.....Irwin Christianson

OHIO

Estimated Population 7,989,000—Increase +15.7%—Radio Homes 2,301,000
Radio Families 2,361,000—Stations in State 61

W A D C

AKRON—1925—CBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Allen T. Simmons
Bus.-Studio Address.....WADC Bldg., corner Main & Mill Sts.
Phone Number.....JEfferson 6165
Transmitter Location.....Route 8, Akron-Cleveland Rd.
Air Time.....5:55 a.m.-1:05 a.m.
News Service.....Transradio, UP
Transcription Service...Lang-Worth, Standard, World
Representative.....George P. Hollingbery
Membership .....BMB
Owner-Operator.....Allen T. Simmons
Assistant Manager.....Robert B. Wilson
Commercial Manager.....Fred C. Bock
Sales Prom. Mgr., Pub. Dir...Secrest Williams
Program Director.....Harold H. Hageman
Production Director.....Doc Williams
Musical Director.....William E. Beers
Chief Engineer.....John L. Wildermuth
Farm Editor.....Harold Hageman

W A K R

AKRON—1940—ABC

Frequency: 1590 Kc.....Power: 5000 Watts
Owned By.....Summit Radio Corp.
Operated By .....WAKR
Bus.-Studio Address.....First Natl. Tower
Phone Number.....HEmlock 6151
Transmitter Location.....739 Swartz Rd.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....Associated, Capitol
Representative .....Weed
Membership .....NAB, BMB
President, Gen. Mgr.....S. Bernard Berk
Asst. General Manager.....Viola G. Berk
Station Manager.....Roger G. Berk
Comm.-Sales Prom. Mgr...Kenneth M. Keegan
Pgm., Prod., Pub. Dir.....Arthur F. Moore
Musical Director.....Alan Freed
Chief Engineer.....Irwin L. Knopp

W H K K

AKRON—1944—MBS

Frequency: 640 Kc.....Power: 1000 Watts d.
Owned By.....Forest City Publishing Co.
Operated By.....United Bcstg. Co.
Business-Studio Address.....51 W. State St.
Phone Number.....Bl. 7101
Transmitter Location....Akron Peninsula Rd.
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President.....S. E. Graham
General-Station Mgr.....R. W. Richmond
Comm.-Sales Manager.....Cecil Green
Program-Production Dir.....Lew Henry
Publicity Director.....Don O'Neil
Musical Director.....Gene Hammers
Chief Engineer.....Jim Hill
Farm Editor.....Max Plaugher

W I C A

ASHTABULA—1937—STANDARD

Frequency: 970 Kc.....Power: 5000 Watts d., 1000 n.
Owned-Operated By.....WICA, Inc.
Business-Studio Address.....221 Center St.
Phone Number.....26-221, 27-181
Transmitter Location...Ashtabula-Jefferson Rd.
Air Time.....6 a.m.M.
News Service .....UP
Transcription Service..LangWorth, Thesaurus
Representative .....McGillvra
President.....R. B. Rowley
Station Manager.....W. W. Walrath
Commercial Manager.....D. W. Fassett
Program Director.....R. W. Miner
Musical Director.....Mary Pavolino
Chief Engineer.....F. N. Bernato
Farm Editor.....John Strasen

W T R F

BELLAIRE—1947—MBS

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Operated By....The Tri-City Bcstg. Co.
Bus.-Studio-Transmitter Address...The Skyline
Phone Number 1515
Air Time.....6 a.m.-local sunset
News Service .....AP
Transcription Service.....World, SESAC
Representative .....Walker
Membership .....NAB, BMB
President.....Jesse A. Bloch
Gen., Sta. Mgr.....Robert W. Ferguson
Sales Prom. Mgr.....Albert T. Fisher
Program Director.....Frank Curtis
Women's Pgm. Dir.....Lorell Dennis
Publicity Dir.....George Diab
Musical Dir.....Norval Davis
Chief Engineer.....George Cowen
Farm Editor.....Paul Howard

W I L E

CAMBRIDGE—1948

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Land O'Lakes Bcstg. Corp.

Business-Studio Address.....917 Beatty Ave.
Phone Number 3545
Transmitter Location.....R. D. No. 1, College Hill
Air Time.....6:30 a.m.-local sunset
News Service .....AP
Transcription Service.....Capitol, World
President.....H. D. McClelland
V.P., Gen. Mgr.....Howard A. Donahoe
Comm. Mgr., Pub. Dir.....Richard F. Rose
Chief Announcer.....David C. Lorimer
Chief Engineer.....Wesley C. Randles
Farm Editor.....A. G. Engel

WAND

CANTON—1947

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Operated By.....P. C. Wilson
Address.....106 High Ave., N. W.
Phone Number 8397
News Service .....AP
Transcription Service .....Associated
Representative .....Continental
Pres., Comm. Mgr.....P. C. Wilson
Gen. Mgr., Pgm. Dir.....James Wilson
Promotion Mgr.....Robert Bradley
Chief Engineer.....Gene Peterman

WCMW

CANTON—1946—STANDARD

Frequency: 1060 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Stark Bcstg. Corp.
Bus.-Studio Address....317 W. Tuscarawas St.
Phone Number.....5-9475
Transmitter Location.....Hills & Dales Rd.
Air Time .....Daytime
News Service.....AP, Transradio
Transcription Service...Lang-Worth, Standard
Representative .....Burn-Smith
Membership .....NAB, FMA
President.....Merlin R. Schneider
General Manager.....Arthur W. Davis
Commercial Manager.....Clark L. Dozer
Program Manager.....Alfred P. Sloane
Promotion Director.....S. L. Huffman
Chief Engineer.....Robert A. Rexroad

WHBC

CANTON—1925—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Ouerated By.....Ohio Bcstg. Co.
Business-Studio Address..550 S. Market Ave.
Phone Number 6-7166
Transmitter Location .....Richville
Air Time.....6:30 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service .....Capitol
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....Roy D. Moore
General Manager.....Joseph K. Vodrey
Director of Radio.....Eugene Carr
Station Manager.....Robert C. Fehlman
Commercial Manager.....Paul E. Gilmor
Sales Prom. Mgr., Pub. Dir.....Julius Glass
Program Director.....Gervis S. Brady
Musical Director.....Charles Pickens
Chief Engineer.....Kenneth L. Sliker
Farm Editor.....John Baker

WBEX

CHILLICOTHE—1947—ABC
BUCKEYE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Shawnee Bcstg. Co.
Business-Studio Address....27 E. Second St.
Phone Number 2244
Transmitter Location.....Carlisle Hill
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representative.....W. S. Grant
Membership .....NAB, BMB
President.....D. C. Summerford
Gen., Sta., Comm. Mgr...J. Harry Callaway
Program-Publicity Dir.....Stanley Dixon
Chief Announcer.....Richard McEnerney
Chief Engineer.....Ralph Albers
Farm Editor.....Carl Wendel

WCKY

CINCINNATI—1929

Frequency: 1530 Kc.....Power: 50,000 Watts
Owned-Operated By.....L. B. Wilson, Inc.
Bus.-Studio Address.....Hotel Gibson, 5th & Walnut Sts.
Phone Number.....Cherry 6565
Transmitter Location....near Crescent Springs, Ky.
Air Time.....24 Hrs.
News Service .....INS
Transcription Service.....Standard, World
Representative .....Thomas Welstead
Membership .....NAB, BMB
President, General Manager.....L. B. Wilson
Sta.-Comm. Manager, Chief Engineer.....C. H. Topmiller
Publicity Director.....John Murphy
Record Librarian.....Ethlyn Hale
Farm Editor.....Frank Gommer Kamp

WCPO

CINCINNATI—1937—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Scripps-Howard Radio, Inc.
Address.....3903-5 Carew Tower
Phone Number.....Capitol 0777
Studio Address.....2345 Symmes St.
Transmitter Location.....Daylight Bldg.
Air Time .....Unlimited
News Service .....UP
Transcription Service...Standard, Lang-Worth

Representative .....Branham
President.....Jack R. Howard
V.P., Gen. Mgr.....M. C. Watters
Station Dir.....Glenn Clark Miller
Asst. Manager.....John P. Smith
Pgm., Prod. Dir.....Earl Corbett
Publicity Director.....Fred Geisel
Chief Engineer.....Grant Makinson

WKRC

CINCINNATI—1923—CBS

Frequency: 550 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Radio Cincinnati, Inc.
Address .....Hotel Alms
Phone Number.....Woodburn 0550
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....Lang-Worth, World, Associated
Representative .....Katz
Membership .....NAB
Station Mgr.....H. E. Fast
Sales Prom. Mgr.....Joel W. Stovell
Chief Engineer.....George Wilson

WLW

CINCINNATI—1922—NBC

Frequency: 700 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Crosley Bcstg. Corp.
Bus.-Studio Address..Crosley Sq., 140 W. Ninth St.
Phone Number.....Cherry 1822
Transmitter Location .....Mason
Air Time.....24 Hrs.
News Service.....INS, UP
Transcription Service .....Thesaurus
Membership.....NAB, BMB, FMA
President.....James D. Shouse
V.P., General Mgr.....R. E. Dunville
V.P., Asst. Gen. Mgr.....Dwight Martin
V.P. in Charge of Sales..Harry Mason Smith
Dir. of Sales Prom.....David E. Partridge
V.P. in Chg. of Prog.....William P. Robinson
Asst. Pgm. Dir.....Chester A. Herman
Dir. of Pub. Rel. & Publicity..James J. Cassidy
Chief Announcer.....Bill Brown
Gen. Mgr. of Music.....Milton Weiner
V.P. in Chrg. of Engineering....R. J. Rockwell
Dir. of Farm Prog. Dept.....Roy Battles

WSAI

CINCINNATI—1924—ABC

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By.....Buckeye Bcstg. Co.
Bus.-Studio Address.....115 E. Fourth St.
Phone Number.....Main 1068-69-70-71
Transmitter Location.....Mt. Healthy
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service.....Capitol, Standard
Representative .....Avery-Knodel
Membership .....NAB, BMB
President .....Marshall Field
Gen., Sta. Mgr.....Robert S. Sampson
Commercial Mgr.....Robert H. Boulware
Prod. Dir., Chief Announcer.....Fred Harper
Publicity Director.....Vonne Monsell
Chief Engineer.....William Symons

WDOK

CLEVELAND—1949

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Civic Bcstrs., Inc.
Address.....1515 Euclid Ave.
Phone Number.....Tower 1-1850
Air Time .....Unlimited
News Service .....INS
Transcription Service .....SESAC
Pres., Gen. Mgr.....R. Morris Pierce
Treas., Sales Mgr.....Frederick C. Wolf

WERE

CLEVELAND—1949

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By....Cleveland Bcstg., Inc.
Business-Studio Address.....1501 Euclid Ave.
Phone Number.....Superior 9600
Air Time .....Unlimited
News Service.....AP, INS
Gen. Mgr., Consulting Dir.....Sidney Andorn
Commercial Mgr.....Keith Baldwin
Publicity Dir.....Ed Stevens
Chief Announcer.....Bill Reid
Musical Dir.....Grant Wilson
Chief Engineer.....Marion V. Snedeker

WGAR

CLEVELAND—1930—CBS

Frequency: 1220 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WGAR Bcstg. Co., Inc.
Business-Studio Address.....Hotel Statler
Phone Number.....PRospect 0200
Transmitter Location.....Broadview & Akins Rds., Broadview Hts.
Air Time .....Unlimited
News Service.....INS, UP
Transcription Service .....Standard
Representative .....Edward Petry
Membership .....NAB
Chairman of the Board.....G. A. Richards
V.P., General Manager.....John F. Patt
Comm. Mgr., V.P. Chg. Sales...Carl E. George
Sales Prom. Manager.....Ted Boynton
Program Director.....Reginald P. Merridew
Production Director.....Stanley Gee
Publicity Director.....Manuel Eisner
Chief Announcer.....Charles Roberts
Musical Director.....Henry Pildner
V.P. Chg. of Engineering.....R. Morris Pierce
Farm Editor.....Dick Kathe

W H K

CLEVELAND—1921—MBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address..1311 Terminal Tower
Phone Number.....Prospect 5800
Transmitter Location.....Pleasant Valley Rd., Seven Hills
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative.....Paul H. Raymer
Membership .....NAB
President .....Sterling Graham
Gen.-Station Manager.....K. K. Hackathorn
Commercial Manager.....J. B. Maurer
Sales Prom. Manager.....William Sprague
Program Director.....C. M. Hunter
Production Director.....James Aubele
Publicity Director.....C. T. Christensen
Musical Director.....Willard Pott
Chief Engineer.....R. H. DeLany

W J M O

CLEVELAND—1947

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WJMO Bcstg. Co.

MORE
LOCAL
ADVERTISERS
than any other
CLEVELAND...
...STATION
WSRS
POWERFULLTIME
FORJOE CO. NAT'L REP.
S. R. SAGUE PRESIDENT

Address.....2157 Euclid Ave.
Phone Number.....SUperior 4424
Air Time.....Local sunrise-local sunset
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative.....Adam J. Young, Jr.
President.....W. J. Marshall
V.P., Gen. Mgr.....Dave Baylor
Commercial Manager.....Robert De Tchon
Program Director.....Brooke Taylor
Production Director.....George A. Gothberg
Publicity Director.....William H. Cannady
Chief Announcer.....Paul Nakel
Musical Director.....Albert Stone
Chief Engineer.....Lawrence Shipley

W J W

CLEVELAND—1932—ABC STANDARD

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....WJW, Inc.
Business-Studio Address.....1375 Euclid Ave.
Phone Number.....SUperior 0101
Transmitter Location.....9861 Ridge Rd. N. Royalton
Air Time .....Unlimited
News Service.....Transradio, UP
Transcription Service .....Standard
Representative .....Headley-Reed
Membership .....NAB
President.....William M. O'Neil
Asst. to the Pres.....Lawrence Webb
National Sales Mgr.....Harold W. Waddell
Local Sales & Sales Promotion Manager.....Frank H. Blumer
Program Director.....Charles V. Hunter
Publicity Director.....Charles F. McLaughlin
Chief Announcer.....Stanley Peyton
Chief Engineer.....Gerold G. Roberts

W S R S

CLEVELAND—1947—OSN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WSRS, Inc.
Bus.-Studio-Transmitter Address..2156 Lee Rd.
Phone Number.....EUclid 2005
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Lang-Worth, SESAC
Representative .....Forjoe
Membership .....NAB
Pres., Gen. Mgr.....S. R. Sague
Office Manager.....Herbert G. Pabst
Commercial Mgr.....Jack D. Kelly
Production Dir.....Thomas J. Nolloth
Musical Dir.....Walter Trimmer
Chief Engineer.....Ben Whittaker

WTAM

CLEVELAND—1923—NBC

Frequency: 1100 Kc.....Power: 50,000 Watts
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus.-Studio Address.....815 Superior Ave.
Phone Number .....CHerry 1-0942
Transmitter Location .....Brecksville
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service....Standard, Associated, Thesaurus
Representative.....NBC Spot Sales
Membership .....NAB, BMB
President (NBC).....Joseph H. McConnell
General-Station Mgr.....John McCormick
Commercial Manager.....Harold Gallagher
Sales Prom. Manager.....Howard Barton
Pgm., Prod. Dir.....Jacob Hines
Publicity Director.....Albert M. Henderson
Musical Director.....Walberg Brown
Engineer-in-Charge.....S. E. Leonard
Operations Supervisor.....John D. Disbrow
Farm Editor.....James Chapman

WBNS

COLUMBUS—1924—CBS-OHIO

Frequency: 1460 Kc....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Radiohio, Inc.
Business-Studio Address.....33 N. High St.
Phone Number.....Ad. 9265
Transmitter Location.....1037 Barnett Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, World
Representative .....John Blair
Membership .....NAB, BMB
President.....Richard S. Wolfe
General Manager.....Richard A. Borel
Commercial Manager.....W. I. Orr
Promotion Director.....Jerome R. Reeves
Program Director.....Geer Parkinson
Musical Director.....Paul Neal
Chief Engineer.....Lester H. Nafzger
Farm Editor.....Bill Zipf

WCOL

COLUMBUS—1922—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....WCOL
Business-Studio Address.....22 S. Young St.
Phone Number.....MAin 4581
Transmitter Location.....555 W. Goodale St.
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service..Lang-Worth, Associated
Representative .....Headley-Reed
Membership .....NAB, BMB
Partner.....L. A. Pixley
General Manager.....Albert R. Albinger
Comm., Sales Prom. Mgr...R. O. Runnerstrom
Production Director.....Edgar A. Sprague
Publicity Director.....Margie J. Ruddock
Chief Engineer.....Leo DeConnick
Farm Editor.....T. D. Harmon

WHKC

COLUMBUS—1921—MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address.....22 E. Gay St.
Phone Number.....Adams 1101
Transmitter Location.....901 Obetz Rd.
Air Time.....6 a.m.-1 a.m.
News Service.....INS, UP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President .....Sterling Graham
Gen., Sta. Mgr.....Carl M. Everson
Comm.-Sales Prom. Mgr.....H. H. Hoessly
Program-Production Dir.....John B. Moses
Publicity Director.....Gail Dauenhaver
Chief Announcer.....Budd Sweeney
Musical Director.....John Kenward Agnew
Chief Engineer.....William B. Minor
Farm Editor.....George Zeis

WTNS

COSHOCTON—1947—STANDARD

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Coshocton Bcstg. Co.
Business-Studio Address.....114 N. 6th St.
Phone Number 1560
Transmitter Location.....1 Mi. W. of Roscoe
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service...Standard, Lang-Worth, SESAC
Pres., Gen. Mgr.....Bruce Wallace
Commercial Manager.....James Sigman
Program Dir.....John R. Terry
Promotion Dir.....William Kirk
Chief Engineer.....Ben Jones

WHIO

DAYTON—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Miami Valley Bcstg. Corp.
Business-Studio Address.....45 S. Ludlow St.
Phone Number.....Adams 2261
Transmitter Location..Hempstead Rd., R.R. 2
Air Time.....5:45 a.m.-1 a.m.
News Service.....AP, INS
Transcription Service....Associated, Standard
Representatives.....Hollingbery, Cummings
Membership .....NAB
President.....James M. Cox, Jr.
Sta., Gen. Mgr.....Robert H. Moody
Commercial Manager....Harvey R. Young, Jr.
Sales Prom. Mgr.....Mrs. Helen Drennen
Pgm., Prod. Dir.....Lester G. Spencer

Publicity Director.....Dorothy A. Minneman
Chief Announcer.....Louis G. Emm
Musical Director.....Henry Lange
Chief Engineer.....Ernest L. Adams
Farm Editor.....Samuel C. Steiger

WING

DAYTON—1921—ABC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Great Trails Bcstg. Co.
Business-Studio Address.....121 N. Main St.
Phone Number.....ADams 3288
Transmitter Location.....E. David Rd.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth, Capitol
Representative.....Weed
Membership.....BMB
President.....Charles Sawyer
Exec. V.P.....John Pattison Williams
General Mgr.....Odna Karns
Program Director.....Arthur L. Martin
Prod.-Musical Dir.....Charles G. Reeder
Publicity Director.....Jean Broome
Chief Announcer.....Jack Wymer
Chief Engineer.....Lloyd House

WONE

DAYTON—1949—MBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Skyland Bcstg. Corp.
Address.....5 S. Jefferson St.
Phone Number.....Michigan 6501
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Headley-Reed
Pres., Gen. Mgr.....Ronald B. Woodyard
Comm., Prom. Mgr.....Jack Thornquest

WONW

DEFIANCE—1949—STANDARD

Frequency: 1280 Kc.....Power: 500 Watts d.
Owned-Oper. By....Defiance Bryan Paulding Bcstg. Co.
Address.....U. S. Route 24
Phone Number.....5227
Air Time.....Daytime
News Service.....UP
Transcription Service.....Thesaurus
Partners.....R. W. Crowell, Lloyd Basil, Ed W. Kuns, R. S. Burke, Carl Fox
General Mgr.....Richard E. Kaiser
Commercial Mgr.....Gene Mills
Program Dir.....Paul Price
Chief Engineer.....Kenneth Farrance

WLIO

EAST LIVERPOOL—1948
STANDARD

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pottery Bcstg. Co.
Business-Studio Address.....Turk Motor Bldg.
Phone Number.....Main 5190
Transmitter Location.....Irish Ridge Rd.
Air Time.....7 a.m.-sunset
News Service.....UP
Transcription Service.....Lang-Worth
Membership.....NAB
President.....Earl D. Eisenhower
Gen., Sta., Comm. Mgr.....John M. Croft
Sales Prom. Mgr., Pgm., Prod. Dir..Cy Newman
Chief Announcer.....Maury McGill
Musical Dir.....Phyllis Lenz
Chief Engineer.....Frank W. Schaefer
Farm Editor.....Bob Banfield

WOHI

EAST LIVERPOOL—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....East Liverpool Bcstg. Co.
Address.....516 Market St.
Phone Number.....Main 1490
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World, Thesaurus
Pres., Gen. Mgr.....Richard V. Beatty
Commercial Mgr.....Harold J. Fitzgerald
Program Dir.....John W. Ridder
Chief Engineer.....David T. Taylor

WEOL

ELYRIA—1948

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Elyria-Lorian Bcstg. Co.
Bus.-Studio Address....417-419 Elyria Savings & Trust Bldg.
Phone Number.....Elyria 2255
Transmitter Location.....Grafton
Air Time.....Unlimited
News Service.....UP
Transcription Service....Capitol, Lang-Worth
President.....Roy W. Ammel
Gen., Sta. Mgr.....H. A. Seville
Program Director.....Martin Bouhan
Chief Engineer.....Walter Murawsky

WFIN

FINDLAY—1941

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Operated By....The Findlay Publ. Co.
Business-Studio Address....500½ S. Main St.
Phone Number.....Main 1330
Transmitter Location.....2.3 Mi. SE Findlay
Air Time.....Daytime
News Service.....INS, UP

Transcription Service...Standard, Lang-Worth
Membership .....NAB, BMB
President.....R. L. Heminger
Gen., Comm. Mgr.....Harold H. Heminger
Program Director.....Allen P. Dudley
Chief Engineer.....Edgar C. Smith
Farm Editor.....John C. Hutson

WMOH

HAMILTON—1944—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Fort Hamilton Bcstg. Co.
Bus.-Studio Address..Second Natl. Bank Bldg.
Phone Number.....Hamilton 4-6543
Transmitter Location.....Middletown Pike
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Standard
Membership .....NAB, BMB
President.....Robert J. Briede
Gen.-Sta.-Comm.-Sales Prom. Manager.....Joseph E. True
Chief Announcer.....Red Richardson
Musical Director.....Mildred Soule
Chief Engineer.....Don F. Volkman

WHOK

LANCASTER—1948

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned-Oper. By..Hocking Valley Bcstg. Corp.
Address .....Memorial Dr.
Phone Number 4500
Air Time.....6 a.m.-local sunset
News Service .....AP
Transcription Service.....World, Cole
Membership .....NAB
President.....Dr. Nelson Embrey
Sta. Mgr., Pgm. Dir.....Donald W. White
Pub. Dir., Chief Anncr.....Bob Respess
Musical Dir.....Dave Collins
Chief Engineer.....Charles R. Houston
Farm Editor.....Paul Miller

WIMA

LIMA—1948—MBS-ABC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By....Northwestern Ohio Bcstg. Corp.
Business-Studio Address.....223 N. Main St.
Phone Number 6-3841
Transmitter Location.....2500 Greenlawn Rd.
Air Time.....6 a.m.-1 a.m.
News Service .....INS
Representative .....Weed
Membership .....NAB
President.....G. E. Hamilton
General Mgr.....R. W. Mack
Commercial Mgr.....C. B. Heller
Program Dir.....Ester Straker
Chief Engineer.....A. J. F. Smith

WLOK

LIMA—1936—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....The Fort Industry Co.
Business Addess.....199 Pierce St., Birmingham, Mich.
Phone Number.....Trinity 17-700
Studio Address.....1101 Natl. Bank Bldg.
Transmitter Location.....1424 Rice Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....BMB
President.....George B. Storer
General Manager.....Lee B. Wailes
Sta., Sales Prom. Mgr.....J. Robert Kerns
Commercial Mgr.....Harry Jay
Program Dir.....Richard T. Roll
Chief Announcer.....Joe Rex
Chief Engineer.....Darrel Hunter

WMAN

MANSFIELD—1939—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Business-Studio Address...140 Park Ave., W.
Phone Number 4235-6
Transmitter Location.....Longview Ave. at N. Main St. Rd.
Air Time .....6:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....NAB
Pres., Gen.-Sta.-Comm. Mgr.....J. M. O'Hara
Sales Prom. Manager.....Carl Kindt
Prog.-Prod.-Pub. Dir.....Harry C. Lytle
Chief Engineer.....William Morrison

WMOA

MARIETTA—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Marietta Bcstg. Co.
Buisness Address.....P. O. Box 201
Phone Number 6363
Studio-Transmitter Location.....409 Oakwood Ave., Williamstown, W. Va.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service...Lang-Worth, Keystone
Representative.....W. S. Grant
Membership .....NAB
President.....William G. Wells
V.P., Gen. Mgr.....Hugh M. P. Higgins
Commercial Manager.....Aud N. Archer
Program Director.....James L. Ulmer
Chief Engineer.....Charles E. Clark

WMRN

MARION—1940
ABS-OHIO-STANDARD

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....The Marion Bcstg. Co.
Business Address.....N. Main St.
Phone Number 3226-7
Studio Address.....WMRN Bldg.
Transmitter Location...¼ Mi. N. of city limits on Main St.
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Horace Stovin
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....Robert T. Mason
Comm.-Sales Prom. Mgr....Robert M. Sprouse
Pgm.-Prod. Dir., Chief Anncr....Cary Simpson
Publicity Director.....John Plank
Musical Director.....Richard Stadler
Chief Engineer.....Francis Joseph Peters
Farm Editor.....Ray Marsh

WPFB

MIDDLETOWN—1947

Frequency: 910 Kc.....Power: 1000 Watts d.; 100 Watts n.
Owned-Operated By.....Paul F. Braden
Bus.-Studio-Transmitter Address..Central Ave.
Phone Number 2-3625
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Lang-Worth, SESAC
Representative .....Donald Cooke
Membership .....NAB
Owner, General Manager.....Paul F. Braden
Commercial Mgr.....C. R. Daly
Sales Prom. Mgr., Pub. Dir.....M. F. Troutvine
Pgm., Prod. Dir.....G. H. Lummis
Chief Announcer.....John Reznor
Musical Director.....George Garlinger
Chief Engineer.....Laurace Beckwith
Farm Editor.....Ben Werk

WCLT

NEWARK—1949—STANDARD

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By...Advocate Printing Co.
Address.....25 W. Main St.
Phone Number 4007
Air Time .....Daytime
News Service .....AP
Transcription Service.....World, Capitol
President.....Frank W. Spencer
General Manager.....Thomas A. Rogers
Commercial Mgr.....Robert Pricer
Pgm. Dir., Asst. Gen. Mgr.....Gene Ragle
Chief Engineer.....Benjamin Windle

WPTW

PIQUA—1947—OSN

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper...Miami County Bcstg. Co., Inc.
Address.....1625 W. Covington Ave.
Phone Number 1420-1
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service.....World, SESAC
Representative.....W. S. Grant
Chief Owner, Gen., Sta. Mgr...Richard E. Hunt
Sales Prom. Mgr.....James R. Flinn
Program-Production Dir.....Robert Bubp
Publicity Director.....Allen Craig
Chief Announcer.....Kenny Rench
Musical Director.....Ronnie Arendall
Chief Engineer.....Byron F. London
Farm Editor.....Bill Fox

WPAY

PORTSMOUTH—1935—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....The Scioto Bcstg. Co.
Bus.-Studio-Trans. Address....1009 Gallia St.
Phone Number.....Portsmouth 1010
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....Roy D. Moore
Director of Radio.....Eugene Carr
Station Mgr.....Gerald F. Boyd
Commercial Mgr.....Carl P. Bodner
Program Director.....Floyd M. Jackson
News Editor.....E. G. Sheridan, Jr.
Publicity Director.....Ann T. Evans
Musical Director.....Dorothy E. Page
Chief Engineer.....Maurice L. Myers
Farm Editor.....Roy E. Vastine

WLEC

SANDUSKY—1947
MBS-STANDARD

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lake Erie Bcstg. Co.
Address.....Cleveland & Huntington Aves.
Phone Number 5170-1-2
Air Time.....6a.m.-M.
News Service .....AP
Transcription Service.....World, Lang-Woorth
Representative .....Everett-McKinney
Membership .....NAB, BMB
President.....Lloyd A. Pixley
General-Station Manager.....Albert E. Heiser
Commercial Manager.....Louis E. Mahla
Sales Prom. Manager.....John Gaskill
Program Director.....Jay Wagner
Production Director.....Ralph Hoffhines
Pub. Dir., Farm Editor.....Don Dean
Chief Engineer.....Jay Leibach

WIZE

SPRINGFIELD—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Voice of Springfield
Address.....115-117 W. High St.
Phone Number 3-4955
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service...Lang-Worth, Standard
Representative .....Weed
Membership .....BMB
President .....Charles Sawyer
Exec. V.P.....J. P. Williams
Sta.-Comm. Manager.....C. N. Evans
Pgm., Prod. Dir.....Robert Christol
Publicity Director.....John McEnaney
Musical Director.....Mary Jane Tanner
Chief Engineer.....Victor L. Bushong

WJEL

SPRINGFIELD—1947—KBS
STANDARD-BUCKEYE

Frequency: 1600 Kc.....Power: 500 Watts d.
Owned-Oper. By....Champion City Bcstg. Co.
Business Address.....101 Fountain Ave.
Phone Number 3-4676
Transmitter Location.....801 Bechtle Ave.
Air Time .....Daytime
News Service .....UP
Transcription Service .....Associated
Representative .....Friedenberg
Membership .....NAB, BMB
President.....Dr. Delbert Joseph Parsons
Gen., Sta., Comm. Mgr.....Frank N. Jones
Pgm., Prod. Dir.....William B. Burt
Chief Engineer.....G. A. MacCasland

WWSO

SPRINGFIELD—1947

Frequency: 1210 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Radio Springfield, Inc.
Bus.-Studio Address....Chamber of Commerce Bldg., Spring & E. High Sts.
Phone Number 3-6488
Transmitter Location.....Arthur Rd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service..Thesaurus, World, Cole
Membership .....NAB, BMB
Station Manager.....Lin Mason

WSTV

STEUBENVILLE—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Valley Bcstg. Co.

OHIO

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Vice-Chairman: Fred Brophy—WHIO-TV, Dayton
Secretary: B. T. Johns—AP Chief of Bureau
Treasurer: Walter Furniss—WCOL, Columbus
Directors: Richard Borel—WBNS, Columbus
Edgar Parsons—WRFD, Worthington
Al Albinger—WCOL, Columbus
Ed Wallace—WTAM, Cleveland
Tom McCarthy—WKRC, Cincinnati
Robert M. Beer—WATG, Ashland

OHIO

Bus.-Studio Address....Exchange Realty Bldg.
Phone Number 2-6265-6-7
Transmitter Location.....Altamont Hghts.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
President.....Jack N. Berkman
Gen.-Comm. Mgr.....John J. Laux
Asst. Gen. Mgr., Technical Director.....Joseph M. Troesch
Pgm., Prod. Dir.....George H. Wilson, Jr.
Chief Announcer.....Robert Sanders
Chief Engineer.....Charles S. Shepherd
Farm Editor.....F. P. Taylor

WSPD

TOLEDO—1921—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Fort Industry Co.
Bus.-Studio Address..Bcst. Bldg., 136 Huron St.
Phone Number.....Adams 3175
Transmitter Location.....R.F.D. Oregon Rd.
Air Time .....Unlimited
News Service.....INS, UP
Transcription Service..Thesaurus, Lang-Worth,
Representative .....Katz
Membership .....NAB, BMB
President.....George B. Storer
General Manager.....E. Y. Flanigan
Local Comm. Mgr.....Westford F. Shannon
Sales Promotion Mgr.....Richard H. Gourley
Program Director.....Glenn C. Jackson
Chief Announcer.....Lester A. Dana
Musical Librarian.....Gene Williams
Chief Engineer.....William M. Stringfellow
Farm Editor.....Jim Newman

WTOD

TOLEDO—1946

Frequency: 1560 Kc....Power: 1000 Watts d.
Owned-Operated By.....Unity Corp.
Business-Studio Address....515 Madison Ave.
Phone Number.....Garfield 5551
Transmitter Location..Byrne & Arlington Rds.
Air Time.....6:30 a.m.-sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
Membership .....NAB, FMA
President .....Edward Lamb
Gen., Sta., Comm. Mgr.....Sunne Miller
Commercial Manager.....Charles Smith
Program Director.....Doug Tabner
Chief Announcer.....Bob Elliott
Musical Director.....Frieda Miller
Chief Engineer.....Robert Sowers
Farm Editor.....Joe Weaver

WTOL

TOLEDO—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Community Bcstg. Co.
Address .....Bell Bldg.
Phone Number.....Adams 3291
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President .....Frazier Reams
Gen.-Station Mgr.....Thomas S. Bretherton
Commercial Manager.....Morton Neipp
Sales Prom. Mgr., Pgm., Prod. Dir. Karl R. Nelson
Chief Announcer.....Robert Kreighoff
Musical Director.....Dorothy Dority
Chief Engineer.....Harold Holmes
Farm Editor.....Ken Lawrence

WHHH

WARREN—1941—MBS

Frequency: 1400 Kc.....Power: 5000 Watts
Owned-Oper. By.....Warren Tribune Radio Station, Inc.
Business-Studio Address.....108 Main St.
Phone Number 2212-9
Transmitter Location.....Lordstown Center
Air Time.....6:45 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative .....Ra-Tel
Membership .....NAB
President.....Helen Hart Hurlbert
Gen., Sta. Mgr.....H. R. Farrall
Sales Prom., Mgr., Pgm., Prod. Dir. William M. Brown
Chief Engineer.....Hugo A. Bondy

WWST

WOOSTER—1947—STANDARD

Frequency: 960 Kc.....Power: 500 Watts d.
Owned-Oper. By....Wooster Republic Ptg. Co.
Business-Studio Address .....Wooster
Phone Number 760
Transmitter Location.....E. of City, Rt. 30
News Service .....AP
Transcription Service ....Lang-Worth, World
Membership .....NAB
President.....E. C. Dix
Gen., Sta. Mgr.....E. B. Evans
Commercial Manager.....Keith S. Gordon
Pgm., Prod. Pub. Dir.....E. C. Gooding
Chief Announcer.....Dale Humphries
Chief Engineer.....Russell Grunder

WRFD

WORTHINGTON—1947—OSN

Frequency: 880 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Peoples Bcstg. Corp.
Business-Studio Address.....649 High St.
Phone Number.....Worthington 2-5342
Transmitter Location....Powell Rd. & Route 23, Delaware County

Air Time.....Local sunrise-sunset
News Service.....AP, INS
Transcription Service.....Standard
Membership.....NAB
President.....James H. West
General Mgr.....James R. Moore
Station Mgr.....Edgar Parsons
Comm., Sales Prom. Mgr...Joseph D. Bradshaw
Program Director.....William Meredith
Prod. Dir., Chief Anncr.....Robert Geis
Publicity Dir.....Helen Fusco
Musical Director.....Irwin Hott
Chief Engineer.....Royce Woodward
Farm Editor.....Robert Miller

WBBW

YOUNGSTOWN—1949
STANDARD

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By
Mahoning Valley Bcstg. Corp.
Address.....260 W. Federal St.
Phone Number.....3-2159
Air Time.....Unlimited
News Service.....INS
Transcription Service.....Associated, Capitol
Representative.....Forjoe
Pres., Chief Engr.....John Cherpack, Jr.
V.P., Gen., Comm. Mgr.....Gene Trace
Pgm. Dir., Prom. Mgr.....Anthony Ross

WFMJ

YOUNGSTOWN—1939—ABC

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....WFMJ Bcstg. Co.
Business-Studio Address....101 W. Boardman
Phone Number.....3-4121
Transmitter Location.....Boardman-Poland Rd.
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service....Standard, Thesaurus
Representative.....Headley-Reed
Membership.....NAB, BMB
Pres., Gen., Sta. Mgr....William F. Maag, Jr.
Commercial Mgr.....Leonard E. Nasman
Program Director.....Robert B. Mackall
Chief Announcer.....Bill Crooks
Musical Director.....R. W. Richards
Chief Engineer.....Frank A. Dieringer
Farm Editor.....Elden Groves

WKBN

YOUNGSTOWN—1926—CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBN Bcstg. Corp.
Bus.-Studio Address.....17 N. Champion St.
Phone Number.....4-2122
Transmitter Location.....3430 Sunset Blvd.
Air Time.....6a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....World, Lang-Worth, McGregor
Representative.....Paul H. Raymer
Membership.....NAB, BMB
Pres., Gen. Mgr.....Warren P. Williamson, Jr.
Station Dir.....J. Lothair Bowden
Production Dir.....Don Brice
Publicity Director.....Howard C. Rempes
Musical Director.....Bill Dunn
Chief Engineer.....B. T. Wilkins
Farm Editor.....Stu Wilson

WHIZ

ZANESVILLE—1924—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Southeastern Ohio Bcstg. System, Inc.
Business-Studio Address....Lind Arcade Bldg.
Phone Number.....6000
Transmitter Location.....Newark Rd.
Air Time.....6 a.m.-12:05 a.m.
News Service.....AP
Transcription Service.....World
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....Clay Littick
Station Manager.....Vernon A. Nolte
Commercial Manager.....Nate Milder
Program-Publicity Dir.....Robert D. Maley
Musical Director.....Ralph Riley
Chief Engineer.....William A. Hunt

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OKLAHOMA

Estimated Population 2,302,000—Increase —1.5%—Radio Homes 624,000
Radio Families 686,000—Stations in State 41

KADA

ADA—1934—ABC-OKLA. NET-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KADA Bcstg., Inc.
Business Address..207 First Natl. Bank. Bldg.
Phone Number 12-3
Studio-Transmitter Address....No. Broadway
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....Dr. C. C. Morris
Gen.-Sta.-Comm. Mgr.....Billy T. Hoover
Sales Prom. Mgr.....Zelmadean Woods
Program-Production Dir.....Pat Murphy
Publicity Director.....Patricia A. Irick
Chief Announcer.....Monte C. Bell
Musical Director.....Betty Hughes Nolen
Chief Engineer.....Harold Walker

KWHW

ALTUS—1946—MBS-KBS-OGB

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Altus Bcstg. Co., Inc.
Business Address .....Altus
Phone Number 1405
Studio Address.....Main & Commerce Sts.
Transmitter Location.....East Bradford
Air Time.....7 a.m.-10 p.m.
News Service .....AP
Transcription Service .....Capitol
Representative.....W. S. Grant
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Frank E. Wimberly
Chief Engineer.....Ernest Baucum

KVSO

ARDMORE—1935—KBS-ABC
OKLA. NET

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Easley
Bus.-Studio Address....Daily Ardmoreite Bldg.
Phone Number.....2200, 3030
Transmitter Location..Chickasaw & N.W. Blvd.
Air Time.....6 a.m.-11:05 p.m.
News Service .....AP
Transcription Service.....Associated, SESAC
Representative .....Taylor-Borroff
Membership .....FMA, NAB
General Manager.....Albert Riesen
Commercial Manager.....J. E. Riesen
Sales Prom. Manager.....D. H. Dillard, Jr.
Program Director.....Dolly Dutton
Chief Engineer.....William E. Kolb
Farm Editor.....Elmer Forbes

KWON

BARTLESVILLE—1941—MBS-OGB

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Bartlesville Bcstg. Co.
Bus.-Studio Address...Union Natl. Bank Bldg.
Phone Number 1400
Transmitter Location.....9 Mi. NE on U. S. 75
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
President, Manager.....J. Fred Case
Sales Prom. Manager.....John Collins
Chief Announcer.....Bob Walker
Chief Engineer.....Jim Wireman

KWCO

CHICKASHA—1946
MBS-OKLA. GP.-LIBERTY

Frequency: 1560 Kc.....Power: 250 Watts d.
OwnedOperated By.....Washita Bcstg. Corp.
Business Address.....Box 744
Phone Number 2899
Studio Address.....Hall Briscoe Bldg.
Transmitter Location..On Grand Blvd., So. of Chickasha
Air Time.....6 a.m.local sunset
News Service .....AP
Transcription Service .....Standard
Representative.....Continental Radio Sales
Membership .....NAB
Pres., Comm., Sales Prom. Mgr...P. D. Jackson
Gen.,, Sta. Mgr.....Clarence E. Wilson
Chief Announcer.....C. G. Cunningham
Chief Engineer.....Neal M. Allen

KWOE

CLINTON—1949

Frequency: 1320 Kc.....Power: 1000 Watts d.
OwnedOperated By..Western Okla. Bcstg. Co.
Address .....Box 706
Phone Number 617
Air Time .....Daytime
Transcription Service .....SESAC
President.....Alice Howenstine
SecretaryTreasurer.....V. M. Preston
Program Dir.....Lew Preston
Chief Engineer.....Harold Wood

KRHD

DUNCAN—1947—MBS-OGB

Frequency: 1350 Kc.....Power: 250 Watts d., 100 n.
Owned-Operated By.....Duncan Bcstg. Co.
Address..Hway. 81 at Pine St., P. O. Box 1192
Phone Number 1350

Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Capitol
Membership .....NAB
Chief Owner.....R. H. Drewry
Gen., Sta. Mgr.....J. P. Burnett
Comm., Sales Prom. Mgr.....Byron McCall
Program Dir.....Doug Thompson
Production Dir.....Bob Stabler
Publicity Dir.....Lloyd George
Musical Dir.....Frances Demis
Chief Engineer.....Bill Buford
Farm Editor.....Farrell Brooks

KSEO

DURANT—1947—KBS-LIBERTY

Frequency: 750 Kc.....Power: 250 Watts d.
Owned-Operated By...Democrat Printing Co.
Address .....Box 511
Phone Number 102
Air Time .....Daytime
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NAB
Partners.....R. F. Story, Bennett Story
General Manager.....Leroy Moses
Commercial Mgr.....Fred R. Blackburn
Chief Engineer.....L. O. Wilcox

KCHE

EL RENO—1948—KBS

Frequency: 1500 Kc.....Power: 500 Watts d.
Owned-Operated By.....KCHE, Inc.
Bus.-Studio Address....First Natl. Bank Bldg.
Phone Number 2438
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
General Mgr.....Harry Ward
Commercial Mgr.....Tom Gilmore
Program Dir.....Hi Roberts
Chief Engineer.....C. H. Stanford

KASA

ELK CITY—1932—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Co.
Business-Studio Address.....204 N. Main
Phone Number 730
Transmitter Location.....No. Randall
Air Time .....Unlimited
Representative .....Friedenberg
Membership .....BMB
Supervisor.....Lonnie J. Preston
Manager.....V. M. Preston

KCRC

ENID—1929—ABC-OKLA. NET

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Enid Radiophone Co.
Bus.-Studio Address.....Broadway Tower, 9th Floor
Phone Number 447
Transmitter Location.....309 E. Willow
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Taylor-Borroff
Membership.....NAB, BMB, FMA
President.....Milton B. Garber
Gen., Sales Prom. Mgr.....George L. Tarter
Commercial Mgr.....H. P. Hale
Program Dir.....Edith Longley
Publicity Dir.....Ed White
Chief Anncr.....Frank Powell
Musical Dir.....Byron Napier
Chief Engineer.....Murray D. Coleman
Farm Editor.....Ed White

KTAT

FREDERICK—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Frederick Bcstg. Co.
Business Address.....P. O. Drawer 920
Phone Number 1010
Studio Address.....Main & Grand
Transmitter Location.....1 Mi. W. of Frederick
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
General Mgr.....Ron Wheeler
Business Mgr.....Jack Oswalt
Commercial Mgr.....Dan Jones
Program Dir.....Charles Henson
Asst. Chief Engr.....Kenneth Bagwell
Chief Anncr.....Charles Henson
Musical Dir.....Dottie Oswalt
Chief Engineer.....Dan Jones
Farm Editor.....Bill Gause
Women's Editor.....Mary Wheeler

KGYN

GUYMON—1948

Frequency: 1220 Kc.....Power: 100 Watts d.
Owned-Operated By.....Plains Bcstg. Co.
Business-Studio Address.....21st & Lelia Sts.
Phone Number 888
News Service .....UP
Transcription Service .....Thesaurus
President, Manager.....T. M. Raburn, Jr.
Chief Engineer.....J. A. Burke

KTJS

HOBART—1947—KBS-OGB

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned-Operated By.....T. J. Shriner
Address.....315 E. 11th St.
Phone Number 1070
Air Time .....Sunrise-Sunset
Pres., Gen., Sta. Mgr.....T. J. Shriner

Comm., Sales Prom. Mgr.....M. J. Shriner
Pgm., Prod. Dir.....Jack Wickizer
Publicity Dir.....Tom Kirkham
Musical Director.....Aim Stidham
Chief Engineer.....Darrel Foss
Farm Editor.....Tom Morris

KIHN

HUGO—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Little Dixie Bcstg. Co.
Address .....Box 248
Phone Number 1140
News Service .....AP
Transcription Service.....Lang-Worth
President .....George Malone
Gen.-Comm. Manager.....Kruger E. Muse
Program Director.....Betty Muse
Promotion Manager.....Nancye Moore
Chief Engineer.....Milo Holtberg

KSWO

LAWTON—1941
ABC-OKLA. NET-OKLA. GROUP

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By..... Okla. Quality Bcstg. Co.
Bus.-Studio Address.....17th & E Ave.
Phone Number 1380
Transmitter Location....1½ Mi. SE of Lawton
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....R. H. Drewry
General-Station Manager.....Allan Page
Commercial Mgr.....Neil Ashlock
Sales Prom. Mgr.....Paul Goode
Program Director.....Morgan Roberts
Production Director.....Bill Wheatley
Publicity Director.....Jack Drake
Chief Engineer.....Bill Buford
Farm Editor.....George Lanham

KTMC

McALESTER—1946
ABC-OKLA. NET-OGB-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....J. Stanley O'Neill
Business-Studio Address..First & Washington
Phone Number 2411-2
Transmitter Location.....A & Grisler Sts.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Standard
Representative .....Taylor-Borroff
Membership .....NAB, BMB
Pres., Gen. Mgr.....J. Stanley O'Neill
Comm., Sales Prom. Mgr.....Robert Baggett
Pgm., Publicity Dir.....Dudley Stallings
Chief Announcer.....Howard Martin
Musical Director.....Bill Myers
Chief Engineer.....Robert Schlib
Farm Editor.....Bill Gibbons

KGLC

MIAMI—1948

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Miami Bcstg. Co.
Address .....Miami Hotel
Phone Number 3303
Transmitter Location.....5 Mi. E. Miami
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representatives..Paul Girard, Adam J. Young
Membership .....NAB
President.....John H. Giffin
General-Station Mgr.....Wallace R. Dunn
Program Dir.....John Kennedy
Publicity Dir.....A. J. Wyrick
Musical Dir.....Murl Nolder
Chief Engineer.....Louis Stone

KBIX

MUSKOGEE—1936—ABC-OKLA. NET-OGB

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Okla. Press Pub. Co.
Address .....Barnes Bldg.
Phone Number 303
Air Time.....6 a.m.-11:15 p.m.
News Service .....UP
Transcription Service.....Thesaurus
Representative .....Taylor-Borroff
President.....Tams Bixby, Jr.
Station Director.....J. I. Meyerson
Station Mgr.....Ernest Watson
Assistant Mgr.....Walter W. Weber
Pgm. Mgr., Prod. Dir.....Roger Stoner
Chief Engineer.....Eugene Edwards

KMUS

MUSKOGEE—1948—MBS

Frequency: 1380 Kc....Power: 1000 d., 500 n.
Owned-Oper. By...Eastern Okla. Bcstg. Corp.
Business-Studio Address.....412½ Court St.
Phone Number 656-7
Transmitter Location.....1½ Mi. No. of city
Air Time..... 6a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Continental Radio Sales
Membership .....NAB, FMA
President.....Ben T. Childers
Gen., Station Mgr.....Jimmie Barry
Comm., Sales Mgr.....Roger Hathorn
Program Dir.....Harvey Marsh
Chief Announcer.....Dick McCartney
Chief Engineer.....Paul Alexander
Farm Editor .....Dave Pearson

KNOR
NORMAN—1949

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Cleveland County Bcstg. Co.
Address .....Box 542
Phone Number 474
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Chief Owner, Comm. Mgr.....Tol Dickenson
Owner, Gen. Mgr.....William S. Morgan
Chief Engineer.....Don Daniel

KBYE
OKLAHOMA CITY—1946

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned-Opearted By.....State Bcstg. Co.
Bus.-Studio Address.....9th & Broadway
Phone Number 3-2323-4-5
Transmitter Location.....55th & N. Eastern
Air Time .....Sunrise-sunset
Reprensentative .....Radio Reps
Membership .....NAB
General Mgr.....Frank J. Lynch

KLPR
OKLAHOMA CITY—1947

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Byrne Ross
Business Address.....132½ W. Commerce St.
Phone Number 3-6358
Studio-Transmitter Address.....SW 73rd St. & Shields Blvd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service.....Associated, Cole
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Byrne Ross
Comm.-Sales Prom. Mgr.....Monty Wells
Program Dir.....Billie Davidson
Publicity Director.....Byrne Ross
Chief Anncrs.....Dick Knowles, Tom Kendall
Chief Engineer.....Jack Richmond
Farm Editor.....Della King

KOCY
OKLAHOMA CITY—1923
MBS-OKLA. GP.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Plaza Court Bcstg. Co.
Business-Studio Address....Plaza Court Bldg.
Phone Number 3-4333
Transmitter Location.....73rd & Lincoln
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Standard, Thesaurus
Representative .....Walker

OKLAHOMA

WHY IS AP THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

OKLAHOMA ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

President: James L. Todd—KSIW, Woodward

Vice-President: Bruce Palmer—WKY, Oklahoma City

Secretary: Austin Bealmear—AP Chief of Bureau

OKLAHOMA

Membership.....NAB, BMB, FMA
President.....John Q. Thomas
Gen.-Station Mgr.....M. H. Bonebrake
Commercial Manager.....George Collison
Program Director.....Wishard Lemons
Publicity Director.....John Steele
Musical Director.....Becey Cartmell
Chief Engineer.....Royden Freeland

KOMA

OKLAHOMA CITY—1927—CBS

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....KOMA, Inc.
Business-Studio Address.....Biltmore Hotel
Phone Number 2-3291
Transmitter Location .....Moore
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Capitol, Standard, SESAC, Lang-Worth
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....John Toole Griffin
General-Station Mgr.....J. J. Bernard
Commercial Manager..Webster L. Benham, Jr.
Sales Prom. Mgr. Pub. Dir.....Tom Alyea
Program Director.....Robert M. Eastman
Production Director.....Martin Fuller
Musical Director.....Clarence Reynolds
Chief Engineer.....M. W. Thomas
Farm Editor.....Carl Neumann

KTOK

OKLAHOMA CITY—1927
ABC-OKLA. NET

Frequency: 1400 Kc.....Power: 5000 Watts d., 1000 n.
Owned-Operated By.....KTOK, Inc.
Business-Studio Address.....1800 W. Main
Phone Number 3-8352
Transmitter Location.....S.E. of City
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....O. L. Taylor
General Manager.....Robert D. Enoch
Station Manager.....Harold M. Shreve
Chief Engineer.....Clifford Easum

KTOW

OKLAHOMA CITY—1948—LIBERTY

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By.....Sooner Bcstg. Co.
Business-Studio Address....3300 Apco Tower
Phone Number 2-6367
Transmitter Location.....Reno & Eastern
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....World
Representative .....Forjoe
Membership .....NAB
President .....Ralph Ball
Gen., Sta. Mgr.....Cal Perley
Commercial Mgr.....Hugh Finnerty
Pgm., Prod. Dir.....Bill Bryan
Chief Announcer.....Gene Dillehay
Chief Engineer.....Elmo Black

WKY

OKLAHOMA CITY—1922—NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKY Radiophone Co.
Bus.-Studio Address.....Skirvin Tower Hotel
Phone Number 3-4306
Transmitter Location.....1 Mi. E. of Britton
Air Time .....Unlimited
News Service .....AP, UP
Transcription Service....Associated, Standard
Representative .....Katz
Pres., Gen. Mgr.....E. K. Gaylord
Station Manager.....P. A. Sugg
Administrative Asst.....Hoyt Andres
Commercial Manager.....Leo Howard
Program Director.....Paul Brawner
Publicity Director.....Gene Dodson
Chief Announcer.....Wakefield Holley
Musical Director.....Allan Clark
Chief Engineer.....H. J. Lovell
Farm Editor.....Orval Saunders

KHBG

OKMULGEE—1937
MBS-OKLA. GP.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Okbulgee Bcstg. Corp.
Business Address.....408 W. 6th St.
Phone Number 3646-7
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Lang-Worth
Representative .....Wythe Walker
General Mgr.....Harold E. King
Comm. Mgr., Farm Editor.....Dan Kenan
Production Dir.....Chuck Phillips
Publicity Dir.....Joyce Mann
Chief Announcer.....Don Archer
Chief Engineer.....James H. Smith

KVLH

PAULS VALLEY—1947
KBS-OKLA. GR.-LBS.

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Operated By.....KVLH Bcstg. Co.
Business Address .....Box 356
Phone Number 1470-1
Studio-Transmitter Location....Hiway 77, N.
Air Time.....Local sunrise-sunset
News Service .....UP

Transcription Service.....World, Keystone
Membership .....NAB
President.....James T. Jackson
General Manager.....Phil Crenshaw
Commercial Manager.....H. Edward Walker
Chief Engineer.....George Rountree

WBBZ

PONCA CITY—1927—MBS-OGB

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....The Ponca City Publ. Co.
Address.....615 W. Grand Ave.
Phone Number 6607-8
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Standard
Representative .....Ra-Tel
Membership .....NAB
President.....Clyde E. Muchmore
General Manager.....Paul H. Buenning
Commercial Mgr.....M. E. Sheid
Pgm., Prod. Dir.....Shelton E. Bonnewell
Publicity Dir.....Robert Nelson
Chief Engineer.....Kenneth Ruppe

KSMI

SEMINOLE—1948—MBS-OKLA. GP.

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned-Operated By.....Seminole Bcstg. Co.
Address....City Park, N. Main St., Box 1351
N. Main St., Box 1351
Phone Number 1260-1
Air Time.....Local sunrise-sunset
News Service .....UP
Tarnscription Service.....Capitol, SESAC
Membership .....NAB
President .....Tom Potter
Gen., Sta. Mgr.....Joe B. Foster
Commercial Manager.....Carl McDaniel
Sales Prom. Mgr.....Jack Wallace
Program Director.....Laverne Updike
Chief Engineer.....Warren W. Abbott

KGFF

SHAWNEE—1930—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....KGFF Bcstg. Co., Inc.
Address.....Federal Natl. Bldg.
Phone Number 4390-1
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....Oscar S. Stauffer
General Manager.....Roy J. Bowman
Commercial Manager.....Edwin M. Moore
Program Director.....William A. Weaver
Chief Engineer.....Earl R. Ward

KSPI

STILLWATER—1947
MBS-OKLA. GP.

Frequency: 780 Kc.....Power: 250 Watts d.

Owned-Oper. By....Stillwater Publishing Co.
Business Address.....P. O. Box 231
Phone Number 1831
Studio-Transmitter Location..1½ Mi. S. of Stillwater on Hway. 40
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Standard
Representative .....Ra-Tel
Membership .....NAB
President.....C. R. Bellatti
General Manager.....L. F. Bellatti
Commercial Manager.....Ed Harvey
Program Director.....Bracton Combs
Chief Engineer.....Paul McCollum
Farm Editor.....Jim Wells

KAKC

TULSA—1946—OKLA. GP.

Frequency: 970 Kc.....Power: 1000 Watts d., 500 n.
Owned-Oper. By.....Public Radio Corp.
Bus.-Studio Address.....412 E. Fifth St.
Phone Number 4-2401
Transmitter Location.....21st & Yale Sts.
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Walker
President.....S. E. Avey
V.P., General Manager.....Glenn Condon
Ast. Gen.-Comm. Mgr.,.....James L. Neal
Comm., Sales Prom. Mgr.....Glen Harmon
Program Director.....John B. Wheeler
Production Director.....Bill Webb
Chief Announcer.....Jack Moore
Chief Engineer.....M. M. Donley

KFMJ

TULSA—1946—LIBERTY

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By....Fred Jones Bcstg. Co.
Business-Studio Address.....1242 S. Boston
Phone Number 5-5555
Transmitter Location.....21st & Yale
Air Time .....Daytime
News Service .....UP
Transcription Service.....Cole, Standard
Representative .....Forjoe
Membership .....BMB
President .....Fred Jones
General Manager.....Lawson Taylor
Commercial Manager.....Jack Betz
Chief Announcer.....James O. Wilson, Jr.
Chief Engineer.....Nate Wilcox

KOME

TULSA—1938—MBS-OKLA. NET

Frequency: 1300 Kc....Power: 5000 d., 1000 n.
Owned-Oper. By.....Oil Capital Sales Corp.
Business-Studio Address.....8th & Main
Phone Number 3-4121
Transmitter Location.....86th & S. Harvard
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Weed
Membership .....NAB
President .....Harry Schwartz
General Mgr.....Dick Campbell
Program Director.....Larry Robertson
Publicity Director.....Ann Fountain
Musical Director.....Jack Davidson

KMRG

TULSA—1949—ABC

Frequency: 740 Kc.....Power: 50,000 Watts d., 10,000 n.
Owned-Operated By..All Oklahoma Bcstg. Co.
Business-Studio Address....Fourth & Denver
Phone Number 5-3291
Transmitter Location .....Keystone
Air Time.....6 a.m.-M.
Representative .....John Blair
President.....Senator Robert S. Kerr
Vice-President..... C. B. Akers
General Mgr.....Robert B. Jones, Jr.
Sales Prom. Mgr. Publicity Dir...Montez Tjaden
Program Dir.....Perry W. Ward
Chief Engineer.....Alden F. Wooster

KTUL

TULSA—1934—CBS

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Tulsa Bcstg. Co.
Business Address.....P. O. Box 1739
Phone Number 2-3191
Studio Address .....Boulder-on-the-Park
Transmitter Location .....Turley
Air Time.....6:05 a.m.-M.
News Service .....UP
Transcription Service....Capitol, Lang-Worth, Standard
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....John T. Griffin
V.P., General Manager.....John Esau
Commercial Mgr.....L. A. Blust, Jr.
Sales Prom. Mgr., Pub. Dir...George Ketcham
Program Director.....Karl Janssen
Production Director.....Jack Alexander
Musical Director.....Glenn Hardman
Chief Engineer.....Robert Snider

KVOO

TULSA—1925—NBC

Frequency: 1170 Kc.....Power: 50,000 Watts
Owned-Oper. By....Southwestern Sales Corp.
Bus.-Studio Address.....2104 Philtower Bldg.
Phone Number 2-2254
Transmitter Location.....11 Mi. E. of Tulsa Hway. 66
Air Time .....Unlimited
News Service.....INS, UP
Transcription Service.....Standard, World
Representative .....Edward Petry
Membership .....NAB, BMB
President.....P. Q. Proctor
V.P., General Mgr.....William B. Way
Commercial Manager....Gustav K. Brandborg
Sales Prom. Mgr., Pub. Dir....C. N. McKinney
Pgm., Prod. Dir.....Tom DeVore
Chief Announcer.....Johnny Ryan
Musical Director.....Joe O'Neill
Chief Engineer.....Watt Stinson
Farm Editor.....Sam Schneider

KSIW

WOODWARD—1947—MBS-OGB

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Woodward Bcstg. Co.
Address.....22 & Cedar Sts.
Phone Number 1450
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Lang-Worth, Cole
President.....James L. Todd
V.P., Financial Mgr.....Edward A. Ryan
Chief Engineer..... .....John M. Nelson

NOW THAT YOU CAN HAVE THE *BEST*, WHY BE SATISFIED WITH *LESS?*

AP

OREGON

Estimated Population 1,736,000—Increase +59.3%—Radio Homes 547,000
Radio Families 557,000—Stations in State 36

KWIL

ALBANY—1941—MBS-DON LEE

Frequency: 1240 Kc.....Power: 250 Watts d.
Owned-Oper. By....Central Willamette Bcstg. Co.
Bus.-Studio-Transmitter Address...Queen Ave. & Elm St.
Phone Number 1234-5
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Standard, World
Representative .....John Keating
Membership .....NAB, BMB
President.....R. R. Cronise
General Manager.....Chet Wheeler
Sta. Mgrs.....Derwood Smith, Dick Cowan, Glenn Henshaw
Sta.-Sales Prom. Mgr.....Derwood Smith
Commercial Manager.....Warren Stoffer
Program-Production Dir.....LeRoy Jolley
Publicity Director.....Carley Copenhaver
Chief Announcer.....Doug LaMear
Chief Engineer, Farm Editor..Herbert Davidson

KWIN

ASHLAND—1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Rogue Valley Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address..1160 Helman Rd.
Phone Number 2-1351
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Capitol, Standard
Representative....Gene Grant, Homer Griffith
Membership .....NAB, BMB
President.....M. S. Hamaker
General Manager.....Edward P. Barnett
Comm., Prom. Mgr.....Burton Lane Bardeen
Program Director.....Charles B. Fields
Chief Engineer.....Philip R. George

KAST

ASTORIA—1935—MBS-KBS-DON LEE

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By.....Astoria Bcstg. Co.
Bus.-Studio Address.....9th & Commercial Sts.
Phone Number 95-6
Transmitter Location.....1006 Taylor Ave.
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative.....Keating Studio
Membership .....NAB
President.....R. B. Chessman
Station Mgr.....R. D. Holmes
Commercial Mgr.....H. E. Chase
Program Dir.....Frances J. Anderson
Production Dir.....Jim Magnuson
Chief Engineer.....Bruce Whitwell

KBKR

BAKER—1939—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Inland Radio, Inc.
Bus.-Studio Address.....First & Court Sts.
Phone Number 140
Transmitter Location.....H. Street
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Membership .....NAB, BMB
President.....Lee W. Jacobs
Station Mgr.....Kenneth B. Lockwood
Commercial Mgr.....Milton L. Levy
Program Dir.....Kenneth Holden
Chief Engineer.....Walt Bobisud

KBND

BEND—1938—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Central Oregon Bcstg. Co.
Bus.-Studio-Transmitter Address..1101 Wall St.
Phone Number 848
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....W. S. Grant
Membership .....NAB, BMB
Gen., Sta. Mgr.....Frank H. Loggan
Comm. Mgr.....W. H. Barton
Pgm. Dir., Farm Editor.....Kessler Cannon
Chief Engineer.....Robert Dickinson

KOOS

COOS BAY—1928—MBS-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KOOS, Inc.
Bus.-Studio-Trans. Address.....505 Hall Bldg.
Phone Number 4321-4331
Air Time .....Unlimited
News Service .....AP
Membership .....NAB
President.....Sheldon F. Sackett
General Manager.....Fred F. Chitty
Station Manager.....Hal Shade
Commercial Manager.....Jack Irvine
Program Director.....Sara Spaugh
Chief Engineer.....Roger Spaugh

KWRO

COQUILLE—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KWRO Bcstrs.
Bus.-Studio Address.....Coquille Hotel, P. O. Box 396
Phone Numbers.....3961-3971
Transmitter Location....Sanford Hghts., 1 Mi. N.W. of Coquille, on Hway. 101
Air Time.....17 Hrs.
News Service.....AP
Transcription Service.....Associated, Cole
Representative.....Gene Grant
Pres., Gen. Mgr.....Walter L. Read
Secretary-Treasurer.....William E. Walsh
Sta. Mgr., Prod. Dir.....Robert W. Harris
Comm. Mgr., Pub. Dir.....William Cook
Chief Engineer.....Phillip Linn
Chief Anncr., Farm Editor.....Curt Raynes

KRUL

CORVALLIS—1946
KBS-IGN (FRANCE)

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Pacific States Radio Co.
Address.....1221 So. 15th St.
Phone Number.....1504
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth
Membership.....NAB
President.....J. C. Haley
Gen., Sta. Mgr.....C. W. Peck
Sales Prom. Mgr.....Doris Peck
Publicity Dir.....James Bailey
Chief Announcer.....Jeff Evans
Musical Dir.....Steve Evans
Chief Engineer.....J. E. Evans
Farm Editor.....Wayne Loerke

KODL

THE DALLES—1940—KBS

Frequency: 1230 Kc.....Power: 250 d., 100 n.
Owned-Oper. By.....Western Radio Corp.
Address Box 399, Scenic Dr. nr. Sorosis Pk.
Phone Number.....2300
Air Time.....Unlimited
News Service.....UP
Transcription Service.....MacGregor
Membership.....NAB
Pres., General Mgr.....V. B. Kenworthy
Station Mgr.....Paul E. Walden
Publicity Director.....Lea Phillips
Pgm. Dir., Chief Engr.....Arthur Elliott

KASH

EUGENE—1947—KBS

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Air Ways, Inc.
Business Address.....P. O. Box 1600
Phone Number.....4-2201
Studio-Transmitter Location....Day Island Rd.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Capitol
Representative....Gene Grant, Donald Cooke
Pres., Gen.-Station Mgr.....E. L. Kincaid
Comm., Sales Prom. Mgr.....Paul N. Plank
Pgm., Prod. Dir.....Don McCutcheon
Publicity Director.....Clare Mattingly
Musical Director.....Laura Nidever
Chief Engineer.....William Riley

KERG

EUGENE—1949

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....Eugene Bcstrs., Inc.
Address.....Studio Bldg.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Standard
President.....Alton F. Baker
General Mgr.....L. W. Trommlitz
Commercial Mgr.....Herbert Michael
Program Dir.....Reginald Roos
Chief Engineer.....Calvert Applegate

KORE

EUGENE—1927—MBS-DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lane Bcstg. Co.
Business Address.....P. O. Box 1032
Phone Number.....4-2414
Studio-Trans. Location.....S. Willamette St.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....Everett-McKinney
Membership.....NAB
President.....Paul V. McElwain
General Mgr.....Lee Bishop
Commercial Mgr.....Bob Hillyer
Program-Production Dir.....Robert Eubanks
Publicity Dir.....Harry Sackett
Chief Announcer.....Ken Lomax
Chief Engineer.....Floyd Viken
Farm Editor.....Dolph Janes

KUGN

EUGENE—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KUGN, Inc.
Business Address.....P. O. Box 1400
Phone Number.....4-6216
Studio-Transmitter Location.....Coburg Rd.
Air Time.....5:30 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....W. S. Grant, Frank J. McHugh, Jr.

Membership .....NAB
President.....C. H. Fisher
General Manager.....S. W. McCready
Commercial Manager.....L. N. Young
Program Director.....L. S. Ready, Jr.
Chief Engineer.....William H. Green

KUIN

GRANTS PASS—1939—MBS
DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Southern Oregon Bcstg. Co.
Business Address.....P. O. Box 148
Phone Number 4477
Studio-Transmitter Location..Redwood Hway.
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service.....World, McGregor
Representative.....W. S. Grant
Membership .....NAB, BMB
Station Manager.....E. A. Malone
Program Director.....John T. Sivert
Chief Engineer.....N. L. Williams

KFJI

KLAMATH FALLS—1922—MBS

Frequency: 1150 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....W. D. Miller
Address.....P. O. Box 692
Phone Number 5155
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....W. S. Grant
Membership .....NAB
President, General Mgr.....W. D. Miller
Comm., Pgm. Mgr.....Jack Keating
Program Director.....Bill Wentworth
Chief Engineer.....William P. Grimes

KFLW

KLAMATH FALLS—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Herald Publ. Co.
Address.....P. O. Box 941
Phone Number 8115
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Everett-McKinney
Membership .....NAB, BMB
President .....Frank Jenkins
General Manager.....Bud Chandler
Commercial Manager.....Aaron Boe
Chief Engineer.....Gilbert Walters

KLBM

LA GRANDE—1938—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Inland Radio, Inc.
Business-Studio Address....Old Oregon Trail
Phone Number 220
Transmitter Location..1 Mi. E. City, Hiway 30
Air Time.....7 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB, BMB
President, General Manager.....Lee Jacobs
Station Manager.....John G. Jones
Commercial Manager.....Ken Lillard
Program Director.....Marge Simcox
Production Director.....James L. Sams
Chief Engineer.....Murray Durham

KMCM

McMINNVILLE—1949

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By.....Yamhill Bcstrs.
Address .....Lafayette Ave.
Phone Number 3811
Air Time .....Unlimited
News Service .....AP
Transcription Service....Capitol, Lang-Worth
Partners.....Jack B., Philip N. Bladine
General Manager.....Lou Gillette
Commercial Manager.....Glasco Branson
Chief Engineer.....G. L. Hathaway

KMED

MEDFORD—1926—NBC

Frequency: 1440 Kc..Power: 5000 d.; 1000 n.
Owned-Oper. By.....Mrs. W. J. Virgin
Business-Studio Address.....P. O. Box 1306
Phone Number 4000
Transmitter Location.....Ross Lane
Air Time .....Unlimited
News Service .....UP
Transcription Service ...Standard, MacGregor
Membership .....NAB, BMB
Pres., Gen. Mgr.....Mrs. W. J. Virgin
Commercial Mgr.....James J. Dunlevy
Program Director.....Gladys LaMar
Promotion Manager.....John S. Duffy
Chief Engineer.....Victor M. Califf

KYJC

MEDFORD—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Mail Tribune
Bus.-Studio-Transmitter Address...Barnett Rd.
Phone Number 9200
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Lang-Worth, Cole
Representative .....Grant, McHugh
Membership .....NAB
President.....Robert W. Ruhl
Gen., Sta. Mgr.....Pete Watts
Commercial Manager.....Norbert Miksche
Pgm., Dir., Chief Anncr.....John Ahern
Publicity Director.....Patricia Wilkinson
Chief Engr., Farm Editor.....Rodney Richards

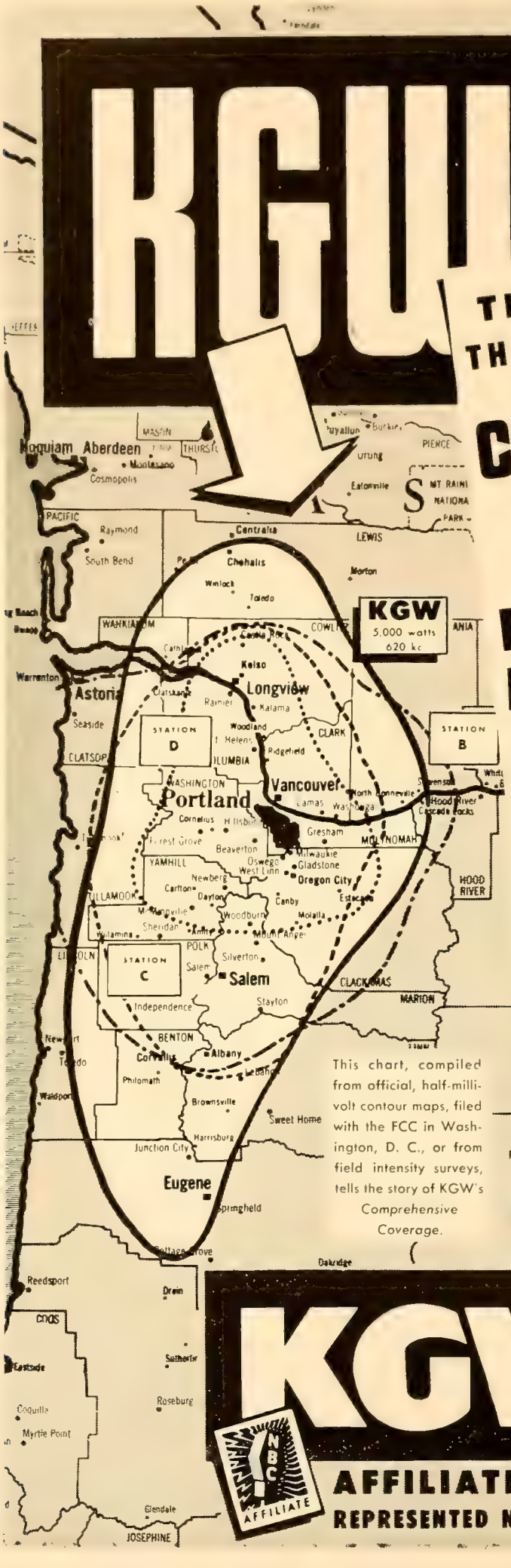
KGW

THE ONLY STATION THAT ACTUALLY DELIVERS

COMPREHENSIVE COVERAGE

in the

Fastest Growing Market in the Nation



This chart, compiled from official, half-millivolt contour maps, filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage.

"Oregon's population has increased by 59.3 per cent in the last nine years — the largest growth of any of the 48 states" — (News Release, Nov. 4, 1949). The rich, fertile counties of southwestern Washington, lying within KGW's north-south broadcasting beam, have enjoyed a similar population rise.

These new residents, already familiar with the high quality of NBC programs, have naturally turned to KGW to continue their established listening pattern. Oregon's enlarged population creates a more urgent need to concentrate effective selling on KGW, the ONLY Portland station that delivers Comprehensive Coverage in the fastest-growing market in the nation.

KGW PORTLAND OREGON

NBC AFFILIATE

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KNPT

NEWPORT—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Yaquina Radio, Inc.
Business Address.....Box 682
Phone Number 560
Studio-Transmitter Address .....Newport
Air Time.....6 a.m.-10 p.m.
News Service .....AP
Transcription Service .....World
Representative .....John Keating
Pres., Gen.-Station Mgr.....Tom R. Becker
Commercial Mgr.....Joe Kortman
Program Director.....Silvia Becker
Chief Engineer.....Hal Bigger

KSRV

ONTARIO—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Radio, Inc.
Address .....Ontario
Phone Number 211-212
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Capitol, World, Cole
Membership .....NAB, BMB
Pres., Gen. Mgr.....Lee W. Jacobs
Station Manager.....Gordon L. Capps
Commercial Manager.....John W. Powell
Sales Prom. Mgr., Pub. Dir.....Ray Kozak
Program Director.....Robert Ballard
Chief Engineer.....Charles E. Harland

KGON

OREGON CITY—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Clackamas Bcstrs.
Business Address.....Box 391
Phone Number 5249
Studio-Transmitter.....Super Hiway, N.
Air Time.....7 a.m.-M.
News Service .....AP
Transcription Service.....Lang-Worth, World
President.....Dr. John H. Fitzgibbon
General Manager.....Irwin S. Adams
Assistant Manager.....H. I. Jackson
Program Director.....Delmar Lundbom
Chief Engineer.....Robert Brower

KWRC

PENDLETON—1941

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Radio Corp.
Business Address.....P. O. Box 178
Phone Number 1425
Studio-Transmitter Location..End of S.W. Sixth
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Pres., Gen. Mgr.....V. B. Kenworthy
Station Manager.....Ted A. Smith
Asst. Manager.....Jack Webb
Program Director.....Alvin Zimmerman
Chief Engineer.....Russ Fillinger

KBKO

PORTLAND—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mercury Bcstg. Co.
Bus.-Studio Address...3908 N.E. Sandy Blvd.
Phone Number...MUrdock 1290, WEbster 1290
Transmitter Location.....Oaks Park
News Service .....UP
Pres., Gen., Sta. Mgr.....Gordon Bambrick
Publicity Director.....Helen Holiday
Chief Engineer.....Harold Kieger

KEX

PORTLAND—1926—ABC

Frequency: 1190 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Westinghouse Radio Stations, Inc.
Bus.-Studio Address.....1230 S.W. Main St.
Phone Number.....CApitol 1881
Transmitter Location.....Clackamas
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service .....Associated
Representative.....Free & Peters
Membership .....BMB
President .....Walter Evans
Vice-President.....Walter E. Benoit
General Manager.....J. B. Conley
Station Manager.....C. S. Young
Sales Manager.....Eldon Campbell
Program Manager.....Mel Bailey
Prom., Pub. Mgr.....Charles L. Burrow
Chief Engineer.....Thomas Ely

KGW

PORTLAND—1922—NBC
N.W. TRIANGLE

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper....The Oregonian Publishing Co.
Bus.-Studio Address.....1320 S.W. Broadway
Phone Number.....BEacon 6364
Transmitter Location.....No. Portland
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service.....Lang-Worth, World
Representative .....Edward Petry
Membership .....NAB, BMB
President.....E. B. MacNaughton
General Manager.....M. J. Frey
Station Manager.....H. Quenton Cox
Commercial Manager.....J. N. Wassan
Program Manager.....Homer Welch
Chief Announcer.....Bob Tomlinson
Musical Director.....Abe Bercovitz
Chief Engineer.....Harold C. Singleton
Farm Pgm. Dir.....Wallace L. Kadderly

KOIN

PORTLAND—1926—CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....KOIN, Inc.
Business Address.....P. O. Box 1031
Phone Number.....ATwater 3333
Studio Address.....New Heathman Hotel
Transmitter Location .....Sylvan
Air Time.....6 a.m.-M.
News Service.....AP, INS, UP
Transcription Service.....World, Capitol, Associated
Representative .....Avery-Knodel
Membership .....NAB, BMB
President .....Marshall Field
Gen.-Sta.-Comm. Mgr.....Harry H. Buckendahl
Natl. Adv. Mgr.....John L. Palmer
Promotion Director.....George Wann
Program Manager.....Ted W. Cooke
Production Director.....Willard Mears
Chief Announcer.....Duncan Macleod
Musical Director.....Owen Dunning
Dir. of Engineering.....Louis S. Bookwalter
Farm Editor.....Luke L. Roberts

OREGON

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.

OREGON ASSOCIATED PRESS ADVISORY COUNCIL

Chairman: Ted Cooke—KOIN, Portland

Continuing Study Committee Chairman: Robert Thomas—KEX, Portland

OREGON

KPDQ

PORTLAND—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....John W. Davis
Bus.-Studio-Transmitter Address....Oaks Park
Phone Number.....VErmont 6142
Air Time .....Daytime
News Service .....AP
Transcription Service.....Associated, Capitol
Representative.....William G. Rambeau
Pres., Gen. Mgr.....John W. Davis
Comm. Mgr.....William E. Richardson
Program Director.....Donovan Zundel
Chief Announcer.....Charles F. Moore
Chief Engineer.....R. F. Johnson

KPOJ

PORTLAND—1932—MBS-DON LEE

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By.....Journal Publishing Co.
Business Address.....Journal Bldg.
Phone Number .....CA 5511
Studio Address.....1019 S.W. 10th
Transmitter Location.....P. O. Address R. 1, Box 2433
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....John Blair
Membership .....NAB, BMB
President.....P. L. Jackson
General-Station Manager.....R. M. Brown
Comm., Sales Prom. Mgr.....Alan L. Torbet
Program Director.....Thomas J. Swafford
Production Director.....Hugh Smith
Publicity Director.....Hiram Fitzpatrick
Chief Engineer.....Henry Sturtevant
Farm Service Dir.....Alvin D. Bauer

KWJJ

PORTLAND—1927

Frequency: 1040 Kc.....Power: 10,000 Watts
Owned-Oper. By.....KWJJ Bcst. Co., Inc.
Bus.-Studio Address.....1011 S.W. 6th Ave.
Phone Number.....Atwater 4393
Transmitter Location.....No. Portland
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service...Lang-Worth, Standard
Representative .....Burn-Smith
Pres., Gen., Sta. Mgr.....Wilbur J. Jerman
Commercial Manager.....Jerry Speerstra
Publicity Dir.....Ben Crosby
Program-Production Dir.....Rene Bozarth
Chief Announcer.....Art Morey
Musical Director.....John Emmel
Chief Engineer.....Dwight Loomis
Farm Editor.....Bill Hansen

KXL

PORTLAND—1928

Frequency: 750 Kc.....Power: 10,000 Watts
Owned-Operated By.....KXL Bcstrs.
Business-Studio Address.....Orpheum Bldg.
Phone Number.....BR. 6451
Transmitter Location .....Clackmus
Air Time .....Limited
News Service .....UP
Transcription Service .....Standard
Representative .....Walker
Pres., Gen.-Sta.-Comm. Mgr.....H. S. Jacobson
Sales Prom. Mgr.....James Mount
Pgm., Prod. Mgr.....Jackson Fleming
Chief Announcer.....Bill Mason
Chief Engineer.....Ralph Mifflin
Farm Editor.....Ben Buisman

KRNR

ROSEBURG—1936
MBS-DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....News Review Co.
Address.....134 N. Jackson St.
Phone Number 4
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Standard, World
Representative .....John Keating
Membership .....NAB
Gen., Sta. Mgr.....Leroy Hiatt
Commercial Mgr.....Warren Ward
Publicity Dir.....Carol Kerr
Chief Engineer.....Ralph Smith

KOCO

SALEM—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....B. Loring Schmidt
Address.....1426 Edgewater St.
Phone Number 3-3108
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service.....Capitol, Associated,
Representative.....William G. Rambeau
Membership .....NAB, BMB
General Manager.....B. Loring Schmidt
Program Director.....Richard E. Nason
Chief Engineer.....Edward C. McElroy, Jr.

KSLM

SALEM—1939—MBS-DON LEE

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Oregon Radio, Inc.
Business Address .....Salem
Phone Number 3-4831
Studio Address.....Senator Hotel Bldg.
Transmitter Location.....Kingwood Hghts.
Air Time .....Unlimited
News Service .....AP, UP
Transcription Service .....World
Representative.....W. S. Grant
Membership.....NAB, BMB, FMA
Pres., General Mgr.....Glenn McCormick
Commercial Manager.....Earl Headrick
Program Director.....Jerry Web
Promotion Manager.....Dave Hoss
Chief Engineer.....Clyde Carlton

KTIL

TILLAMOOK—1946

Frequency: 1590 Kc.....Power: 250 Watts
Owned-Oper. By....Tillamook Bcstg. Co., Inc.
Business Address.....Star Route W., Box 24
Phone Number 1122
Air Time.....6 A.m-10 p.m.
News Service .....AP
Representative .....John Keating
President.....Fred H. Guyton
Station Manager.....Mel Baldwin
Commercial Manager.....Jim Kelly Jr.
Chief Engineer.....Larry Brunes

PENNSYLVANIA

Estimated Population 10,633,000—Increase +7.4%—Radio Homes 2,896,000
Radio Families 2,956,000—Stations in State 104

WAEB

ALLENTOWN—1948—ABC
QUAKER-SBN

Frequency: 790 Kc.....Power: 500 Watts d.; 1000 Watts n.
Owned-Operated By.....WAEB, Inc.
Bus.-Studio Address.....7th & Hamilton Sts.
Phone Number.....Allentown 4-9364-5-6
Transmitter Location .....Mickley
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....George P. Hollingbery
Pres., Gen. Mgr.....Joseph M. Nassau
Commercial Manager....Howard Wasserman
Sales Prom. Mgr., Pub. Dir....Martin Musket
Program Dir.....James A. Nassau
Prod. Dir., Chief Anncr.....Samuel Anderson
Musical Director.....Alfred Wilcox
Chief Engineer.....Martin N. Oebbecke
Farm Editor.....Sammy Anderson

WHOL

ALLENTOWN—1948—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Allentown Bcstg. Corp.
Address.....842 Hamilton St.
Phone Number.....Allentown 4-4801
Air Time .....7 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative .....Robert Meeker
Membership .....NAB
Pres., Gen. Mgr.....Lewis Windmuller
Program Manager.....Robert Lewis
Promotion Mgr.....C. Robert Glover
Chief Engineer.....Gerald B. Werst

WKAP

ALLENTOWN—1946

Frequency: 1580 Kc.....Power: 1000 Watts d.
Operated By.....WKAP, Inc.
Bus.-Studio Address.....715 Hamilton St.
Phone Number 3-3166
Transmitter Location.....Jordan Pkway.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....World
Representative .....Forjoe
President.....N. Joe Rahall
General Manager.....O. R. Davies
Program Director.....Marshall Cleaver
Chief Engineer.....C. Frank Cordaro

WSAN

ALLENTOWN—1923—NBC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....Lehigh Valley Bcstg. Co.
Bus.-Studio Address.....39-41 N. Tenth St.
Phone Number.....Allentown 9511
Transmitter Location....Old Catasauqua Rd., Route 1
Air Time.....7 a.m.-M.
News Service.....AP, UP
Transcription Service.....Thesaurus, World, SESAC
Representative .....Headley Reed
President.....J. Calvin Shumberger
Gen., Sta. Mgr.....B. Bryan Musselman
Commercial Manager....Olivia P. Musselman
Dir. of Programs.....George Y. Snyder
Production Director.....William S. Davies
Chief Announcer.....John T. Van Sant
Chief Engineer.....Reuel H. Musselman

WFBG

ALTOONA—1924—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Gable Bcstg. Co.
Business Address.....1320-32 11th Ave.
Phone Number 6467
Studio Address.....Gable Store
Transmitter Location.....Atop Gable Store
Air Time.....7 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NAB, BMB
President.....George P. Gable
Gen., Comm. Mgr.....John M. Snyder
Chief Announcer.....James Gates
Musical Director.....Allo Weiladt
Chief Engineer.....George Burgoon
Farm Editor.....Eugene Hammil

WJSW

ALTOONA—1947—MBS

Frequency: 1290 Kc....Power: 1000 d., 500 n.
Owned-Operated By.....Altoona Bcstg. Co.
Bus.-Studio Address.....1413 11th Ave.
Phone Number 9301
Transmitter Location.....Goods Lane, Logan Township
Air Time .....7 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Standard
Representative .....Burn-Smith
Membership .....NAB
President.....Herbert T. Wolf
General Mgr.....Thomas W. Metzger
Station-Comm. Mgr.....James E. Moren
Sales Prom. Mgr.....D. Ruel Burkhart
Program Director.....Lois M. Huey
Publicity Director.....Charles Flynn
Announcer .....Tom Torrisi
Musical Director.....Paul Melanson
Chief Engineer.....C. Irvin Metzger
Sports Director.....Skip Miller

WRTA

ALTOONA—1947—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Thompson Bcstg. Co.
Address.....1421 12th Ave.
Phone Number 6646
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service.....Thesaurus, SESAC
Representative .....Robert Meeker
Membership .....NAB
Gen.-Sta.-Comm. Mgr.....Roy F. Thompson
Comm., Sales Prom. Mgr.....William Clear
Program Director.....Dorothy M. Thompsson
Prod., Musical Dir.....Robert Michael
Publicity Dir.....S. Carlton Ayers
Chief Engineer.....George R. Burgoon
Farm Editor.....Ted Johnson

WVAM

ALTOONA—1948—CBS

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....General Bcstg. Corp.

Business-Studio Address...2801 Edgewood Dr.
Phone Number 8127
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Weed
President.....Emanuel S. Leopold
Commercial Manager.....Wilbur M. Union
Production Director.....Mike Grant
Chief Engineer.....J. J. Ralston

WAVL

APOLLO—1947

Frequency: 910 Kc.....Power: 1000 Watts, d.
Owned-Oper. By.....Tri-Borough Bcstg. Co.
Bus.-Studio Address.....401-403 Forth Ave.
Phone Number.....Apollo 480
Transmitter Location..1¾ Mi. E. of Apollo on Rt. No. 56
Air Time .....Daytime
News Service .....UP
Transcription Service.....SESAC, Cole, Thesaurus
Partners.....C. F. Clifton, A. J. West
Gen., Comm. Mgr.....Cecil F. Clifton
Chief Engineer.....H. E. Smith

WBVP

BEAVER FALLS—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WBVP, Inc.
Business-Studio Address...1216 Seventh Ave.
Phone Number 4100
Transmitter Location.....New Brighton
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Capitol, Standard
President, General Mgr.....Frank R. Smith, Jr.
Commercial Mgr.....Thomas B. Price
Program Director.....Charles H. Wilson
Production Director.....Jean E. Biggard
Publicity Director.....Owen Simon
Chief Announcer.....George Allen
Musical Director.....Leona Whiting
Chief Engineer.....John Wm. Hines
Farm Editor.....Milo Prisuta

WGPA

BETHLEHEM—1946—ASN

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Bethlehems' Globe Pub. Co.
Bus.-Studio Address.....426 Brodhead Ave.
Phone Number 6-8074-5
Transmitter Location....Eighth Ave. & Dell St.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....World, Capitol
Membership .....NAB
Vice President.....Rolland L. Adams
Sta.-Comm. Mgr.....Arthur C. McCracken
Sales Prom. Mgr.....Rodney Snyder
Program Director.....Stefan George
Publicity Director.....Daniel Lanshe
Musical Director.....Betty Fry
Chief Engineer.....Edwin L. Rybak
Farm Editor.....Bernie Black

WCNR

BLOOMSBURG—1947

Frequency: 930 Kc.....Power: 500 Wattts d.
Owned-Oper. By.....The Columbia-Montour Bcstg. Corp.
Bus.-Studio Address.....38 W. Main St.
Phone Number 1700
Transmitter Location.....Bloomsburg RFD
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
Membership .....NAB
President.....Robert R. Eyerly
Gen., Comm., Pgm. Mgr.....Ed Darlington
Chief Engineer.....Clair Kinney

WLTR

BLOOMSBURG—1947

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Bloom Radio, Inc.
Business-Studio Address.....Hotel Magee
Phone Number 1800-1
Transmitter Location.....Scott Township
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....World, Standard
Membership .....NAB, BMB
President.....Harry L. Magee
General-Station Mgr.....C. G. Moss
Commercial Manager.....S. Duy Hutchison
Chief Engineer.....Park H. Cassady
Musical Director.....Ray Calabrese
Farm Editor.....Walt Lewis

WLOA

BRADDOCK—1947

Frequency: 1550 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Matta Bcstg. Co.
Business-Studio Address...1233 Braddock Ave.
Phone Number.....Electric 1-1100
Transmitter Location.....N. Braddock
Air Time .....Daylight
Transcription Service .....World
Representative .....Friedenberg
Membership .....NAB
President, General Mgr.....William G. Matta
Commercial Manager.....George Matta
Sales Prom. Mgr.....George Bozic
Program Director.....Paul McCandless
Pub., Musical Dir.....Kay Melnick
Chief Engineer.....Richard G. Noullet

WESB

BRADFORD—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Bradford Publications, Inc.
Business Address.....43 Main St.
Phone Number 3173
Studio-Transmitter Location.....High St. Ext.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Ra-Tel
Membership .....NAB
President.....Lester R. Edwards
General Mgr.....Joseph M. Cleary
General Sales Mgr.....Ernest F. Oliver
Sales Prom. Mgr.....Michael J. Cuneen
Program Dir.....David W. Jefferies
Traffic Manager.....Judy Duell
Chief Announcer.....Robert C. Norman
Technical Director.....David W. Jefferies

WBUT

BUTLER—1949

Frequency: 1580 Kc.....Power: 500 Watts d.
Owned-Operated By.....Eagle Printing Co.
Address .....Nixon Hotel
Phone Number 53-103
Air Time .....Daylight
News Service .....AP
Transcription Service .....Thesaurus
General Manager.....J. Leonard Taylor
Commercial Manager.....Howard George
Program Director.....James W. Rowe
Chief Engineer.....Gerald D. Coleman

WISR

BUTLER—1941

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Butler Bcstg. Co.
Business-Studio Address.....357 N. Main St.
Phone Number 4701
Transmitter Location.....McKinley Ave. Ext.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service.....Lang-Worth
Representative .....Forjoe
Membership .....NAB, BMB
President .....David Rosenblum
General Manager.....Robert Kaufman
Pgm., Musical Dir.....Warren Ihlenfeld
Pro., Pub. Dir.....Joel Rosenblum
Sales Prom. Mgr., Chief Anncr...Jerry Crocker
Chief Engineer.....Paul Rex
Farm Editor.....R. H. McDougal

WCDL

CARBONDALE—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Carbondale Bcstg. Co.
Address.....11 N. Main St.
Air Time .....Unlimited
News Service .....UP
General Manager.....W. R. Carlson, Jr.
Commercial Manager.....William Fletcher
Chief Engineer.....Robert G. Adams, Jr.

WLXW

CARLISLE—1948

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Philip Mathews
Business Address.....Carlisle
Phone Number.....Carlisle 1785-6
Studio-Transmitter Location....Mt. Holly Pike
Air Time .....Daytime
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Philip Mathews
Membership .....NAB
General Manager.....Philip Mathews
Station Manager.....Florence Good
Chief Engineer.....Henry Palmer

WCHA

CHAMBERSBURG—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Chambersburg Bcstg. Co.
Bus.-Studio Address.....Craft Press Bldg.
Phone Number 1110-1
Transmitter Location.....Route No. 6, Warm Spring Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service...Thesaurus, Associated
Representative .....Forjoe
Membership .....NAB
Pres., Gen.-Station Mgr.....John S. Booth
Commercial Manager.....Earl P. Strine
Pgm., Prod. Dir.....Allen Saunders
Publicity Director.....Sam Taylor
Chief Announcer.....Steve Grimes
Musical Dir., Farm Editor.....Richard Kirby
Chief Engineer.....James McCurdy

WESA

CHARLEROI—1947

Frequency: 940 Kc.....Power: 250 Watts d.
Owned-Oper. By..Monongahela Valley Bcstg. Corp.
Business-Studio Address.....Fifth St.
Phone Number 3-6551
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Standard
President.....A. S. Sickman
General Mgr.....C. R. Duvall
Sales Prom. Mgr.....Anthony Strauss
Program Director.....J. J. Beljan
Chief Engineer.....Henry Neiderkofler

WPWA

CHESTER—1947

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Lou Poller
Business Address .....Chester
Phone Number 3-1641
Studio-Transmitter Location...Brookhaven Rd.
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....World
President .....Lou Poller
Gen., Sta. Mgr.....M. A. Mandel
Sales Promotion Mgr.....Burton Levin
Pgm., Prod. Dir.....Bob Johnson
Publicity Director.....Melvine Levine
Chief Announcer.....Paul Warren
Musical Director.....Kal Ross
Chief Engineer.....Harry Simmington
Farm Editor.....Wayne Hyde

WVCH

CHESTER—1948

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Operated By.....James M. Tisdale
Bus.-Studio Address...Wolf Bldg., Market Sq.
Phone Number .....Chester 2-8861
Transmitter Location..Bridgewater Rd., RD 1
Air Time .....Sunrise-sunset
News Service .....UP
Pres., Gen., Comm. Mgr.....James M. Tisdale
Program Dir.....Edna Whittington
Chief Announcer.....Tom Harvey
Chief Engineer.....James M. Tisdale
Farm Editor.....Phil Steer

WCPA

CLEARFIELD—1947-ASN

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Clearfield Bcstrs., Inc.
Business-Studio Address.....215 Church St.
Phone Number 5-5541
Transmitter Location .....Clearfield R.D.
Air Time .....Daytime
News Service .....UP
Transcription Service.....Thesaurus, Capitol, World
Membership .....NAB
Pres., Gen. Mgr.....W. K. Ulerich
Sta. Mgr., Prog.-Pub. Dir.....W. J. Thomas
Commercial Mgr.....W. C. Plummer
Production Director.....Leroy Stauffer
Musical Dir.....Joseph Milsop
Chief Engineer.....Llewellyn Duck
Farm Editor.....W. O. Mitchell

WCVI

CONNELLSVILLE—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Connellsville Bcstrs., Inc.
Bus.-Studio Address....124 W. Crawford Ave.
Phone Number.....Connellsville 2700
Transmitter Location.....Limestone Hill
Air Time .....Unlimited
News Service .....UP
Transcription Service.....SESAC, Capitol
Membership .....NAB
Pres., Gen. Mgr.....J. Wylie Driscoll
Program Director.....John Reynolds
Chief Engineer.....R. H. Fasulkey
Farm Editor.....Rex Carter

WBUX

DOYLESTOWN—1948

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Charles M. Meredith
Business-Studio Address.....The Hart Bldg.
Phone Number.....Quak 713
Transmitter Location...Doylestown Township
Air Time.....7 a.m.-Sunset
News Service .....AP
Membership .....NAB
General Mgr.....Charles M. Meredith
Station-Comm. Mgr.....William A. Lynch
Sales Prom. Mgr., Pub. Dir....Robert Sheehan
Chief Announcer.....Charles R. Fairchild
Chief Engineer.....Paul Fireman
Farm Editor.....Daniel Knapp

WCED

DUBOIS—1940—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Tri-County Bcstg. Co.
Bus.-Studio-Transmitter Address..80 N. Park Pl.
Phone Number 1700
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....McGillvra
Membership .....NAB, FMA
President .....Harold Gray
General Mgr.....Jason S. Gray
Commercial Manager.....George Williams
Program Director.....Edward Paull
Production Director.....Lamonte Tupper
Publicity Director.....Ken Johnston
Chief Engineer.....Vernon Stahl
Farm Editor.....Charles Moore

WEST

EASTON—1936—NBC-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Associated Bcstrs., Inc.
Bus.-Studio Address.....516 Northampton St.
Phone Number 6131
Transmitter Location.....Williams Township
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NAB
Station Executive.....Clair R. McCollough

WHY IS AP THE BEST?

BECAUSE—**AP** is more experienced than any other news service . . . more than 100 years collecting and distributing news.

PENNSYLVANIA-DELAWARE AP RADIO ASSOCIATION

President: Joseph E. Baudino—KDKA, Pittsburgh

Vice-President: George Coleman—WGBI, Scranton

Second Vice-President: Ed Obrist—WPEN, Philadelphia

Third Vice-President: Jack Hooper—WHGB, Harrisburg

Secretary: Joseph Snyder—AP Chief of Bureau

Cooperation Committee Chairman: Wm. A. Banks—WHAT, Philadelphia

Continuing Study Committee Chairman: Ed Darlington—WCNR, Bloomsburg.

Station Manager.....Elwood C. Anderson
Natl. Sales Manager.....J. Robert Gulick
Program Director.....Eugene Bethman
Technical Director.....J. E. Mathiot

WERC

ERIE—1941—NBC

Frequency: 1230 Kc. (C.P. 1260 Kc.)
Power: 250 Watts (C.P. 5000 Watts)
Owned-Oper. By.....Presque Isle Bcstg. Co.
Bus.-Studio-Transmitter Address..121 W. 10 St.
Phone Number 40-185
Air Time .....Unlimited
News Service .....UP
Transcription Service..Associated, Lang-Worth
Representative .....Weed
President.....Jacob A. Young
General Manager.....Charles E. Denny
Station Manager.....J. J. Young
Commercial Manager.....Art Ingram
Program Director.....J. Jacob Young
Chief Announcer.....John Michael
Chief Engineer.....Ken Hestor

WIKK

ERIE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Community Service Bcstg. Co.
Bus.-Studio Address.....1021 State St.
Phone Number 2-3248-9
Transmitter Location .....Waterford
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative .....Taylor-Borroff
Membership .....NAB
President .....Keith Kiggins
Gen., Sta. Mgr.....Ted Nelson
Chief Announcer.....Lou Zero
Chief Engineer.....Clarence Baker

WLEU

ERIE—1933
MBS-QUAKER-WM. PENN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WLEU Bcstg. Corp.
Bus.-Studio-Transmitter Address.....2nd Fl. Commerce Bldg., 12th & State Sts.
Phone Number.....23-327, 22-129
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....World, Thesaurus
President.....Leo J. Omelian
Gen.-Sta. Comm. Mgr.....V. Hamilton Weir
Secretary .....Calire Theno
Musical Director.....Anthony Conti
Chief Engineer.....George Roland
Farm Editor.....Paul Crossman

WHJB

GREENSBURG—1934

Frequency: 620 Kc.....Power: 1000 Watts d., 500 n.
Owned-Oper. By....Pittsburgh Radio Supply House
Business-Studio Address...128 N. Penn Ave.
Phone Number.....Greensburg 3740
Transmitter Location.....3 Mi. E., Rt. 30
Air Time.....7 a.m.-12:30 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Donald Cooke
Membership .....NAB
President.....H. Kenneth Brennen
General-Comm. Mgr.....G. J. Podeyn
Program Director.....John Howard
Chief Engineer.....L. L. Allen
Farm Editor.....Glen Grayson

WHVR

HANOVER—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Hanover, Inc.
Address.....Hanover Trust Bldg.
Phone Number 3831
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
General Manager.....John D. Bare
Commercial Manager.....H. Vernon Ferster
Program Director.....Mack Edwards
Chief Engineer.....Philip Rohrbaugh

WHGB

HARRISBURG—1945—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Harrisburg Bcstg. Co.
Bus.-Studio-Trans. Address.....112 Market St.
Phone Number.....2-3456, 6-2646
Air Time .....Unlimited
News Service .....AP
Representative .....Weed
Membership .....NAB
President.....Herbert Kendrick
General Manager.....Jack Hooper
Pgm., Prod. Dir.....Stan Bowman
Pub.-Musical Dir.....Red McCarthy
Chief Announcer.....Tony Bekas
Chief Engineer.....Woody Schlegel

WHP

HARRISBURG—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WHP, Inc.
Business-Studio Address.....216 Locust St.
Phone Number 4-3211
Transmitter Location..1½Mi. W. Summerdale
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service....Standard, Associated

"WE'VE GOT IT!!!"

If you want sales from Pennsylvania's
Eastern Area radio listeners . . . sell through WAZL.

HERE'S WHY WE'VE GOT IT!!!

1. Know-How Station established in 1932.
Vic Diehm — 27 years' experience.

2. Listeners 8 out of every 10 radio listeners in WAZL and WAZL-FM coverage area listen to WAZL day in and day out — week in and week out. Complete details on request from our latest Conlan survey.

3. Programs WAZL is affiliated with the National Broadcasting Company — America's Number One network. . . .

WAZL Hazleton, Pennsylvania WAZL-FM
1490 Kc. Serving Eastern Pennsylvania 97.9 Meg.
for 17 Years

National Representatives:
Robert Meeker Associates
521 Fifth Avenue
New York City, N. Y.

Representative .....Bolling
Membership .....NAB, BMB
Gen.-Sta.-Comm. Mgr.....A. K. Redmond
Sales Prom. Mgr.....Beatrice Potteiger
Program Director.....Dick Redmond
Production Director.....Harry Hinkley
Publicity Director.....John Price
Musical Director.....David Shoop
Chief Engineer.....E. Daniel Leibensperger
Farm Editor.....George Wirt

WKBO

HARRISBURG—1922—NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Keystone Bcstg. Corp.
Bus.-Studio Address.....31 N. Second St.
Phone Number 4-0191
Transmitter Location.....Penn Harris Hotel
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NAB
Station Executive.....Clair R. McCollough
Station Manager.....David J. Bennett, Jr.
Natl. Sales Manager.....J. Robert Gulick
Program Director.....Don Wear
Technical Director.....J. E. Mathiot

WAZL

HAZLETON—1932—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hazleton Bcstg. Co.
Bus.-Studio Address.....708 Hazleton Natl. Bank Bldg.
Phone Number 5400-1
Transmitter Location.....610 E. Berner Ave.
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Robert Meeker
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....Victor C. Diehm
Sales Prom. Mgr.....Thomas Tito
Prog. Dir., Chief Announcer.....Don Murray
Publicity Director.....Kathryn Kahler
Musical Director.....John Stanziola
Chief Engineer.....Elwood Tito
Farm Editor.....Nicky Alberts

WHOD

HOMESTEAD—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By...Steel City Bcstg. Corp.
Bus.-Studio Address.....105 E. Eighth Ave.
Phone Number.....HO 1-0172
Transmitter Location.....W. Mifflin Borough
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Roy Ferree
President.....Carl Cuda
General-Comm. Mgr.....Roy Ferree
Sta. Mgr., Prog. Dir.....Raymond Scott
Sales Prom. Mgr., Pub. Dir.....Sid Dickler
Production Director.....Diana Birkenfield
Chief Engineer.....James Herbert

WHUN

HUNTINGDON—1946—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Joseph F. Biddle Publ. Co.
Bus.-Studio Address.....400 Washington St.
Phone Number 1291
Transmitter Location.....27th & Murray Aves.
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service.....SESAC, Lang-Worth
President.....John H. Biddle
General Manager.....Samuel L. Stroh, Jr.
Program Director.....Richard J. Gill
Chief Announcer.....Donald M. Stuller
Chief Engineer.....Ernest A. Craig

WDAD

INDIANA—1946—CBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Indiana Bcst., Inc.
Business Address.....637 Philadelphia St.
Phone Number 1780
Studio Address.....Indiana Theater Bldg.
Transmitter Location.....East Pike
Air Time.....7 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Standard
Representative .....McGillvra
Membership .....NAB
President.....Paul J. Short
General Manager.....John S. Booth
Station Manager.....Thompson K. Cassel
Commercial Manager.....Howard T. White
Program Director.....James E. Pattison
Sales Prom. Mgr.....Bern Senick

WARD

JOHNSTOWN—1946—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Bcstg. Co., Inc.
Business-Studio Address.....Porch Bldg.
Phone Number 81-216
Transmitter Location.....Prospect Hill
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NAB, BMB
President .....Paul Short
General Manager.....George D. Gartland
Station Manager.....Robert R. Nelson
Commercial Mgr.....Herbert B. Scott
Program Director.....Louis Peneguy
Musical Director.....Robert C. Ebert
Chief Engineer.....Millard J. Coleman
Farm Editor.....H. C. McWilliams

WCRO

JOHNSTOWN—1947—ABC-QUAKER MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Century Bcstg. Corp.
Bus.-Studio Address.....317-319 Main St.
Phone Number 9-8539
Transmitter Location.....Ihmsen Rd.
Air Time .....Unlimited
News Service .....INS
Transcription Service .....Associated
Representative .....Radio Reps
Membership .....BMB
President.....John J. Keel
General Manager.....John F. Hanssen
Commercial Manager.....Dennis Gerken
Chief Engineer.....Rexford Ackley

WJAC

JOHNSTOWN—1925—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WJAC, Inc.
Bus.-Studio Address....WJAC Bldg., 329 Main St.
Phone Number 4-1267
Transmitter Location.....Tribune Bldg.
Air Time .....Unlimited
News Service .....AP
Transcription Service....Standard, Thesaurus, Lang-Worth
Representative .....Headley-Reed
Membership .....NAB, BMB
President.....W. W. Krebs
Vice Pres., Treas.....L. W. Barnes
Station-Comm. Mgr.....John P. Foster
Program Dir.....Campbell E. Patch
Chief Engineer.....N. L. Straub

WACB

KITTANNING—1948

Frequency: 1380 Kc.....Power: 500 Watts d.
Owned-Oper. By.....The Armstrong County Bcstg. Corp.
Bus.-Studio Address.....325 Market St.
Phone Number 1380-1
Transmitter Location.....Bunker Hill
Air Time .....Daytime
News Service .....INS
Transcription Service .....World
Membership .....NAB
President.....L. W. Henry
Gen., Sta. Mgr. .....Ames L. Harper
Comm., Sales Prom. Mgr....William McKibben
Pgm., Prod. Dir.....Charles Cassel, Jr.
Musical Director.....Ann Hillard
Chief Engineer.....Jim Shoemaker
Farm Editor.....Joseph Moore

WKIN

KITTANNING—1948—ATLANTIC

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WKIN, Inc.
Bus.-Studio Address.....133 N. Jefferson St.
Phone Number 1350
Transmitter Location.....RD No. 1
Air Time.....7 a.m.-Sunset
News Service .....UP
Transcription Service....Lang-Worth, Standard
Membership .....NAB
Pres., General Mgr.....Julian L. Liebman
Program Dir.....Ernest P. Kline
Chief Engineer.....Benjamin Franklin

WGAL

LANCASTER—1922—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WGAL, Inc.
Business-Studio Address.....8 W. King St.
Phone Number 5251
Transmitter Location .....Lancaster
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NAB
President.....Clair R. McCollough
Station Manager.....Harold E. Miller
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....Roy McCauley
Technical Director.....J. E. Mathiot

WLAN

LANCASTER—1946—ABC-QUAKER

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Peoples Bcstg. Co.
Bus.-Studio Address.....252 N. Queen St.
Phone Number 7261-2
Transmitter Location.....Manheim Township
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
Pres., Gen. Mgr.....Frank H. Altdoerffer
Sta.-Comm.-Sales Prom. Mgr...John D. Hymes
Pgm., Prod. Dir.....David E. Bigley
Chief Anncr., Farm Editor...Robert C. Harnish
Musical Director.....Anthony C. Logus
Chief Engineer.....Frank H. Altdoerffer
Traffic Director.....Edna K. Hanna

WLBR

LEBANON—1946

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address....8th & Cumberland Sts.
Phone Number 3900
Transmitter Location.....Hill Church
Air Time.....6 a.m.-sunset
News Service .....AP

Transcription Service .....World
Representative.....William G. Rambeau
Membership .....NAB, BMB
President.....H. Raymond Stadiem
General Manager.....Lester P. Etter
Station Manager.....Julian F. Skinnell
Commercial Manager.....Philip J. Reilly
Program Director.....Jared L. Rolston
Chief Engineer.....M. Leonard Savage

WCMB

LEMOYNE—1948

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Rossmoyne Corp.
Bus.-Studio Address....Lemoyne Theater Bldg.
Phone Number.....Harrisburg 4-3005
Transmitter Location.....Poplar Church Rd., E. Pennsboro Township
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
Representative .....Donald Cooke
President.....Edgar T. Shepard, Jr.
General-Station Manager.....Ed K. Smith
Commercial Manager.....John T. Burnite
Sales Promotion Mgr.....Robert Cross
Pgm., Musical Dir.....Don Jacobs
Production Director.....Lew Doolittle
Chief Engineer.....Howard Bair

WKVA

LEWISTOWN—1949

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By....Central Pa. Bcstg. Co.
Address.....7 N. Wayne St.
Phone Number 6771
Air Time .....Daylight
News Service .....UP
Transcription Service .....Lang-Worth
President.....Paul J. Newton
General Manager.....Robert L. Wilson
Commercial Manager.....Richard Wetzel
Program Director.....Elwood E. Erdman
Promotion Manager.....Lynn Bloom
Chief Engineer.....John Stormer

WMRF

LEWISTOWN—1941—NBC
QUAKER

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Lewistown Bcstg. Co.
Business-Studio Address....Monument Square
Phone Number 6757
Transmitter Location.....Derry Township
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative .....Burn-Smith
Membership .....NAB
Vice-President.....J. S. Woods
General Manager.....T. W. Metzger
Assistant Manager.....W. F. Sager
Commercial Manager.....Ralph Parker
Program Director.....James Keyes
Chief Engineer.....Bernard H. Bopp
Farm Editor.....Joe Smiley

WBPZ

LOCK HAVEN—1947—MBS-SBN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Lock Haven Bcstg. Corp.
Bus.-Studio Address.....132½ E. Main St.
Phone Number 4038
Transmitter Location .....Flemington
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Standard, SESAC
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President.....Donald C. Welch
General-Station Manager.....Harris Lipez
Sales Prom. Mgr.....Joseph J. Nevins
Pgm. Dir., Chief Anncr.....Dave King
Production Director.....L. Willard Poff
Publicity Director.....E. D. Foye
Musical Director.....Harry Lee
Chief Engineer.....Kenneth B. Caum
Farm Editor.....John B. McCool

WEDO

McKEESPORT—1946

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address.....547 Fifth Ave.
Phone Number.....McKeesport 4-7167
Transmitter Location.....Foster Rd.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....Associated, World
Pres., Gen. Mgr.....Edward J. Hirshberg
Asst. to Pres.....Edward J. Patrick
Commercial Manager.....Jack Craddock
Program-Production Dir.....John H. Stewart
Publicity Director.....Bernard Friedman
Chief Engineer.....Wilkes E. Hurley

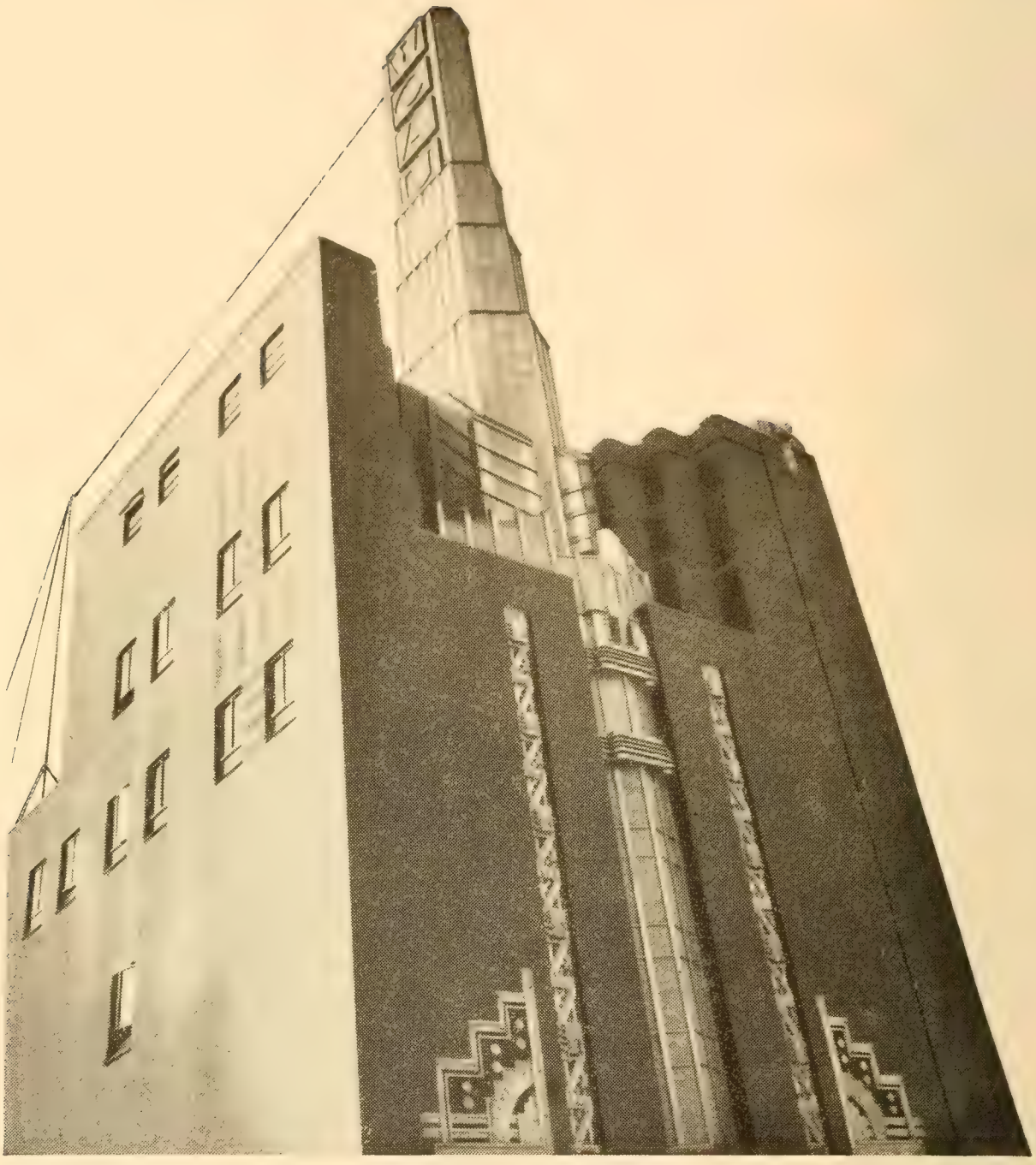
WMCK

McKEESPORT—1946—KBS

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By...Mon-Yough Bcstg. Co., Inc.
Business-Studio Address.....516 Market St.
Phone Number 4-7193-4-5
Transmitter Location.....Lincoln Twp.
Air Time.....7 a.m.-1 a.m.
News Service .....UP
Transcription Service...Lang-Worth, Standard
President.....George R. Raikes
Exec. V.P.....Robert M. Cox
Prog.-Prod.-Pub. Dir.....Pat Haley
Musical Director.....Dave Betcher
Chief Engineer.....Charles White
Farm Editor.....Roy Gallagher

IT'S WCAU

IN RADIO
IN TELEVISION
IN PHILADELPHIA



The Philadelphia Bulletin Stations

WCAU

CBS AFFILIATE

AM
FM
TV

WMGW

MEADVILLE—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Meadville Bcstg. Serv., Inc.
Bus.-Studio Address....First Natl. Bank Bldg.
Phone Number 46-723
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB, BMB
President.....Dr. Harry C. Winslow
Sta. Mgr., Pgm. Dir.....David Davies
Production Dir.....Mark N. Funk, Jr.
Publicity Dir.....Zane Knauss
Chief Engineer.....Hoyt Stout

WBUD

MORRISVILLE—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Morrisville Bcstg. Co.
Business Address.....P. O. Box 98
Phone Number 7107
Studio Address.....12 S. Pa. Ave.
Transmitter Location .....Morrisville
News Service .....AP
Transcription Service .....Capitol
Representative .....McGillvra
President.....Verna S. Hardin
Commercial Manager.....James Stolcz
Program Director.....William F. Hildenbrand
Production Director.....Fred Walker
Chief Engineer.....William A. Brewer

WHWL

NANTICOKE—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Anthracite, Inc.
Business-Studio Address.....38 E. Main St.
Phone Number..Nanticoke 1332; Wilkes Barre, Enterprise 1-0539
Transmitter.....Avondale Plymouth Twp.
News Service .....UP
Transcription.....Standard, Capitol SESAC
Representative .....Forjoe
Membership .....NAB
President.....Henry W. Lark
General-Station Mgr.....Milton Laughlin
Program Director.....Jones Evans

WKST

NEW CASTLE—1938—MBS-QUAKER

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....WKST, Inc.
Bus.-Studio Address.....Cathedral Bldg., E. Lincoln Ave.
Phone Number 5050
Transmitter..Savannah Center & Old Pgh. Rds.
News Service .....UP
Transcription Service .....World
Representative .....Katz
Membership .....BMB
President, General Mgr.....S. W. Townsend
Sta., Comm. Mgr.....A. W. Graham
Sales Prom. Mgr., Pub. Dir...William Sommer
Pgm., Prod. Dir.....Harry Reith
Traffic Manager.....Shirley Kerr
Chief Engineer.....Robert Emch

WKPA

NEW KENSINGTON—1940

Frequency: 1150 Kc.....Power: 250 Watts d.
Owned-Oper. By....Allegheny-Kiski Bcstg. Co.
Business-Studio Address.....810 Fifth Ave.
Phone Number 3534
Transmitter Location.....E. Deer Township
News Service .....UP
Transcription..Lang-Worth, MacGregor, SESAC
Representative.....Continental Radio Sales
Gen., Comm. Mgr., Pgm. Dir...Edward J. Kroen
Chief Engineer.....W. W. Neely

WNAR

NORRISTOWN—1946

Frequency: 1110 Kc.....Power: 500 Watts d.
Owned-Operated By...Norristown Bcstg. Co.
Bus.-Studio Address.....115 W. Main St.
Phone Number.....Norristown 7600
Transmitter Location.....Old Arch Rd.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....W. S. Grant
Membership .....NAB
President.....N. Joe Rahall
Executive Director.....Farris E. Rahall
Program Director.....Norman K. Brooks
Chief Engineer.....Franklin H. Bisbing

WKRZ

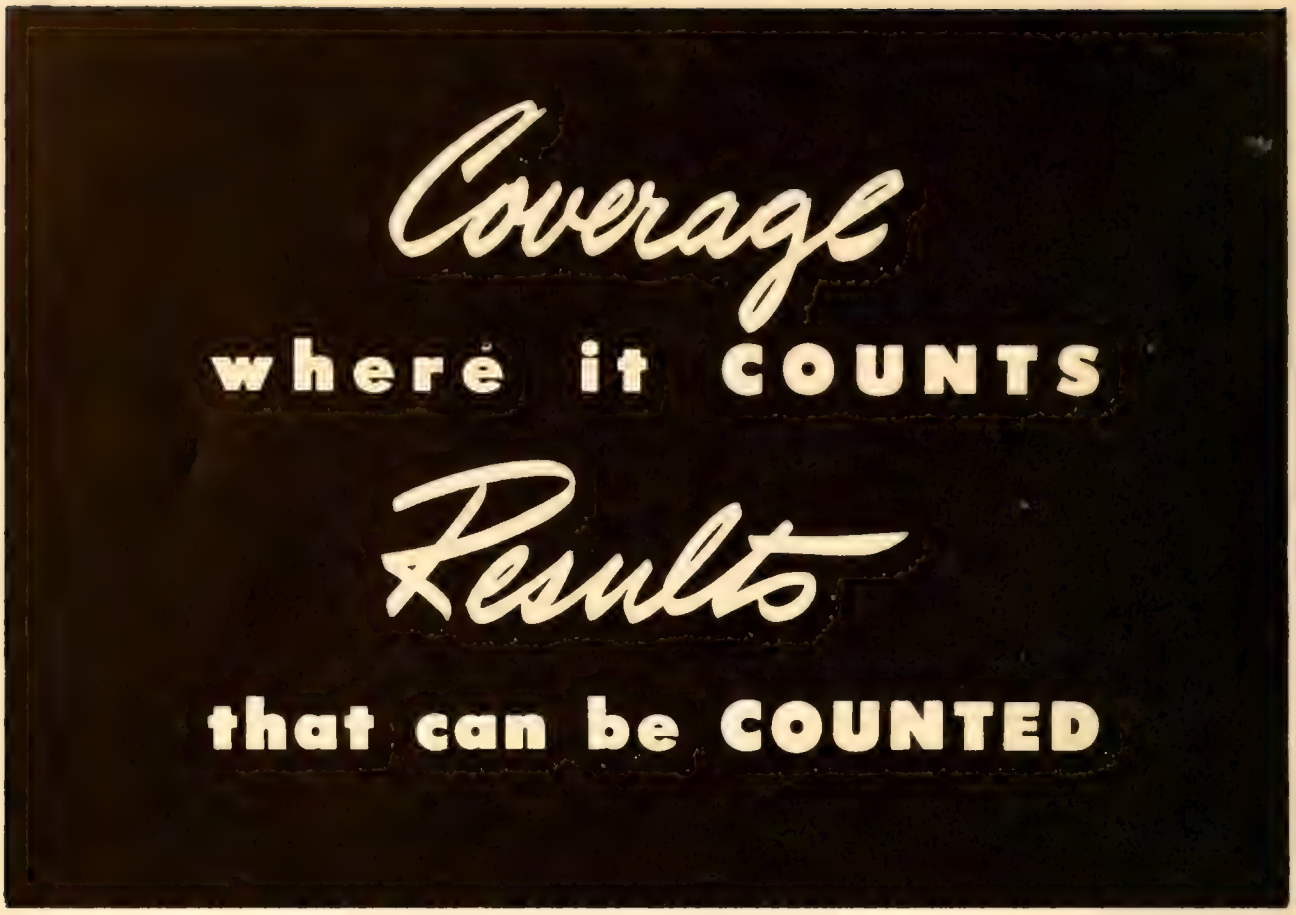
OIL CITY—1946—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WKRZ, Inc.
Business-Studio Address.....232 Seneca St.
Phone Number.....4-1260, 4-1269
Transmitter....Rich Hill, Cranberry Township
News Service .....UP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
President.....Kenneth E. Rennekamp
General Manager.....James P. O'Brien
Program Director.....Richard E. Thompson
Chief Engineer.....Leo Arcoletti

KYW

PHILADELPHIA—1921—NBC

Frequency: 1060 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Westinghouse Radio Stations, Inc.



WFIL reaches more than 5,011,000 people in Eastern Pennsylvania, Central and Southern New Jersey and Eastern Delaware alone, heart and hinterland of the teeming Philadelphia market. Engineering surveys prove that no other Philadelphia station reaches as many people in that area.

At the start of this year, more than 150 sponsors were utilizing WFIL's powerful penetration of the Nation's rich third market to sell THEIR products. Of this number, 36 clients have been with WFIL for more than 5 years . . . 18 have been doing repeat business for more than 10 years.

We count these facts a result of WFIL's superior coverage and market position. Our advertisers count a more specific blessing . . . rising and continued sales.

ABC AFFILIATE

WFIL

REPRESENTED BY THE KATZ AGENCY

The Philadelphia Inquirer Station

Business-Studio Address.....1619 Walnut St.
Phone Number.....LOcust 4-3700
Transmitter Location .....Whitemarsh
Air Time .....Unlimited
News Service.....INS, UP
Transcription Service .....Associated
Representative.....Free & Peters
Membership .....BMB
President .....Walter Evans
Vice-President.....Walter E. Benoit
General Manager.....J. B. Conley
Station Manager.....Robert E. White
Sales Manager.....Harvey McCall, Jr.
Program Manager.....James P. Begley
Prom., Pub. Mgr.....C. M. Meehan
Chief Engineer.....I. N. Eney

WCAU

PHILADELPHIA—1922—CBS

Frequency: 1210 Kc.....Power: 50,000 Watts
Owned-Operated By.....WCAU, Inc.
Business-Studio Address....1622 Chestnut St.
Phone Number.....LOcust 7-7700
Transmitter Location.....Moorestown, N. J.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....Radio Sales
Membership .....BMB, FMA
General Manager.....Donald W. Thornburgh
Asst. General Mgr.....Joseph L. Tinney
Sales Manager.....Alex Rosenman
Prom., Pub. Dir.....Robert N. Pryor
Program Director.....Joseph T. Connolly
Chief Announcer.....Hugh Walton
Musical Director.....David Stephens
Technical Director.....John G. Leitch
Chief Engineer.....George Lewis
News Editor.....Alfred T. Ringler
Farm Editor.....Amos Kirby

WDAS

PHILADELPHIA—1922

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....WDAS Bcstg. Station, Inc.
Business-Studio Address....1211 Chestnut St.
Phone Number.....LOcust 7-7400
Transmitter Location.....Woodside Pk.
Air Time.....7 a.m-1 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe
Membership .....NAB
President .....William Goldman
Gen., Sta., Comm. Mgr...Lambert B. Beeuwkes
Program Director.....Richard H. Booth
Chief Engineer.....Frank W. Unterberger

WFIL

PHILADELPHIA—1922
ABC-QUAKER

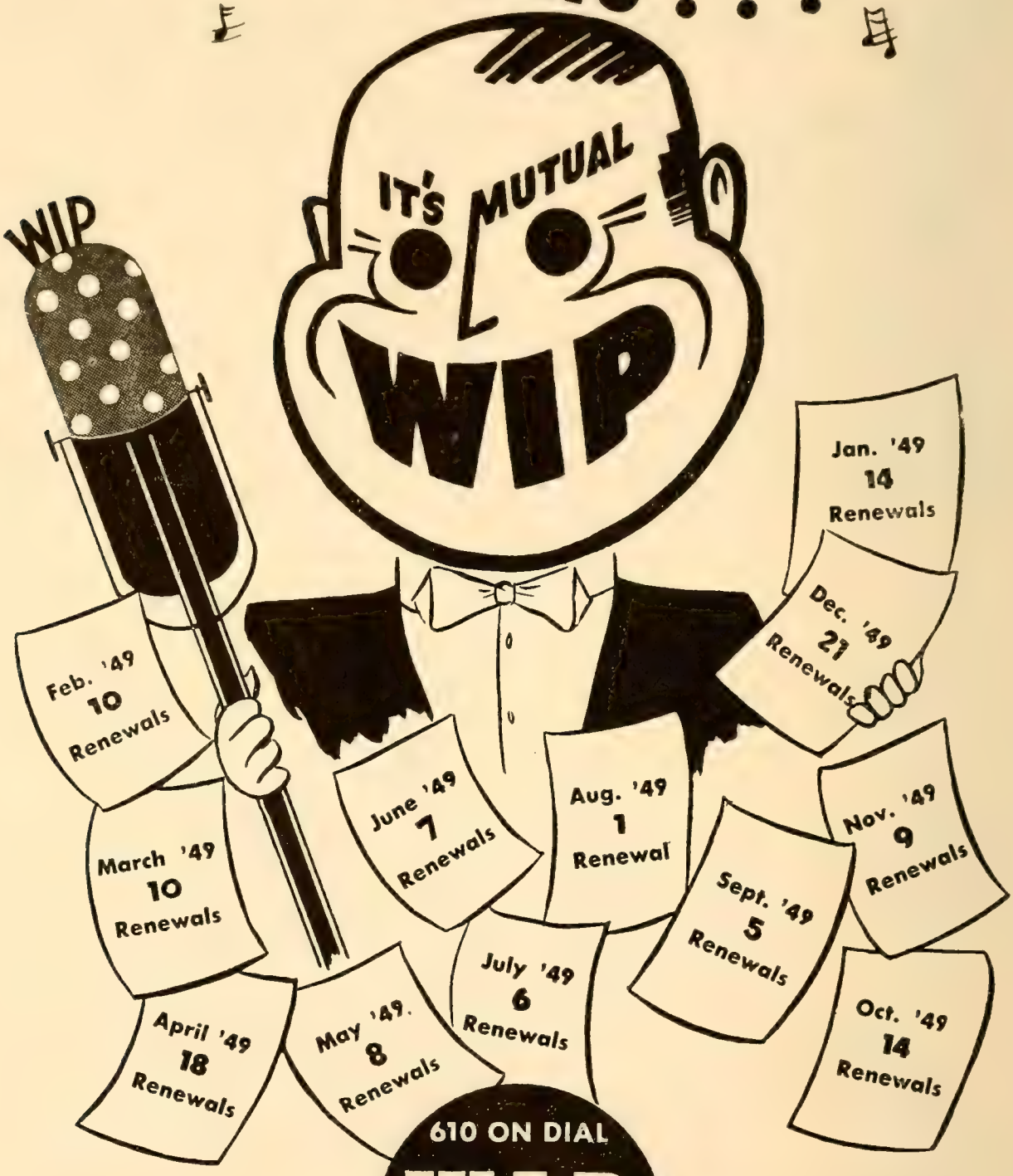
Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By...Philadelphia Inquirer Div. of Triangle Publications, Inc.
Business-Studio Address.....Widener Bldg.
Phone Number.....RIttenhouse 6 6900
Transmitter Location .....Whitemarsh
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....Katz
Membership .....NAB, BMB
General Manager.....Roger W. Clipp
Operations Asst. to Gen. Mgr. John D. Scheuer, Jr.
Commercial Manager.....John E. Surrick
Adver., Prom. Dir.....George A. Koehler
Program Director.....William A. Farren
Production Director.....Fred Hayward
Publicity Director.....Joseph E. Dooley
Chief Engineer.....Louis E. Littlejohn
Farm Editor.....Howard Jones

WHAT

PHILADELPHIA—1925

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Oper. By....Independence Bcstg. Co.
Business-Studio Address.....1505 Walnut St.
Phone Number.....RIttenhouse 6-2058
Transmitter Location.....Penn Sheraton Hotel, 39th & Chestnut Sts.
Air Time .....Unlimited
News Service .....AP
Pres., Gen.-Comm.-Sales Prom. Manager.....William A. Banks
Representative.....A. Lewis King
Station Manager.....Dolly Banks
Commercial Manager.....Bob Beebe
Pgm., Pub. Dir.....Annette Oromaner
Production Director.....Len Stevens
Chief Announcer.....Bill McCall
Chief Engineer.....Arnold Goldman

THEY KEEP COMING BACK LIKE A SONG . . .



610 ON DIAL

WIP

WIP—FM

PHILADELPHIA'S PIONEER VOICE

BASIC MUTUAL

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

WIBG
PHILADELPHIA—1925

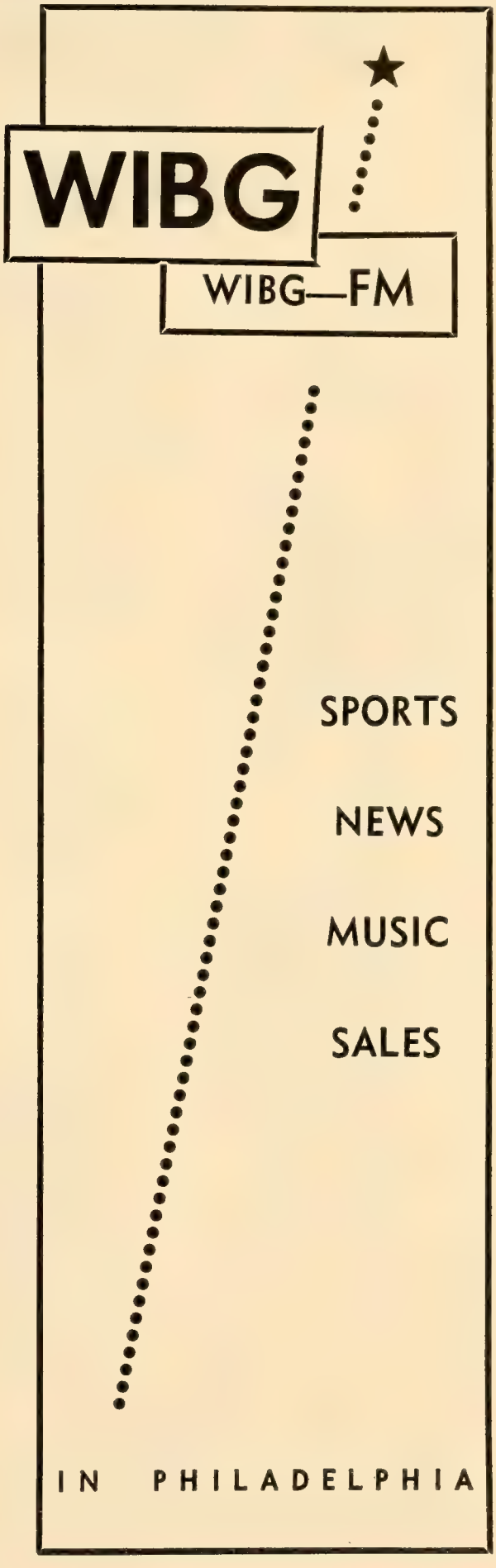
Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Seaboard Radio Bcstg. Corp.
Business-Studio Address.....1425 Walnut St.
Phone Number.....Rittenhouse 6-2300
Transmitter Location.....Conshohocken RFD
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Adam Young
President.....Paul F. Harron
Gen.-Sta.-Comm. Mgr.....Edward D. Clery
Sales Prom.-Prod. Mgr., Publicity Director.....Rupe Werling
Program Director.....Doug Arthur
Chief Engineer.....John H. Henninger

WIP
PHILADELPHIA—1922—MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....Pennsylvania Bcstg. Co.
Business-Studio Address.....35 S. 9th St.
Phone Number.....WAlnut 2-6800
Transmitter Location.....Bellmawr, N. J.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World
Representative .....Edward Petry
Membership .....NAB, BMB
Pres., General Mgr.....Benedict Gimbel, Jr.
V.P. & Dir. of Sales.....Gordon R. Gray
Local Commercial Mgr.....Samuel Hill
Food Mchdse. Dir.....Robert A. McKenna
Sales Prom. Dir.....Ralph H. Minton
Program Director.....Murray Arnold
Production Director.....Varner Paulsen
Publicity Director.....Samuel Elber
Asst. Program Dir.....Edward Wallis
Dir. Education & Spec. Events...Samuel Serota
Chief Engineer.....Reginald K. Harris
Technical Director.....Clifford C. Harris

WJMJ
PHILADELHIA—1948

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Patrick J. Stanton
Business-Studio Address.....St. James Hotel, 13 & Walnut Sts.
Phone Number.....Kingsley 5-7000
Transmitter.....7000 River Rd., Delair, N. J.
Air Time .....Daytime
News Service .....AP
Transcription Service .....SESAC
Representative .....McGillvra, Viola
Pres., Gen. Mgr.....Patrick J. Stanton
Commercial Manager.....Charles Stahl
Publicity Director.....Jerome Weiss
Prog. Dir., Chief Announcer..Michael Deegan
Production Director.....Jerry Warren
Chief Engineer.....Alec Felton Iles



in Philadelphia...

IT'S LOCAL PROGRAMMING AND THESE PERSONALITIES ON

WPEN

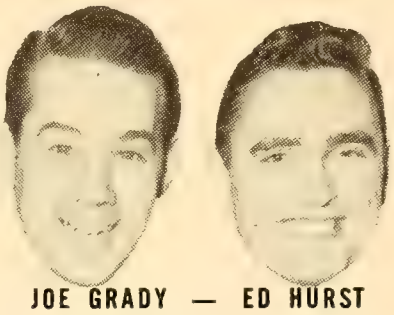
THAT SELL MERCHANDISE



MATT GUOKAS
Sports Director
Popular Athlete
Turned Radioman



EDDIE NEWMAN
Zaniest Disc-Jockey in Creation—Now a Night-Club Radio Sensation



JOE GRADY — ED HURST
Conductors of the town's No. 1 Afternoon Show, "950 Club"



TONI SPAULDING
The Nation's Only All-Night Girl Disc-Jockey



BOB HORN
His "Bandstand" is "Tops In Pops" with the Early Evening Listeners



STU WAYNE
Popular early morning Personality who eases The "Getting-Up" Blues

FOR LOWEST COST RADIO IN PHILADELPHIA USE...

950 WPEN
THE SUN RAY DRUG STATION

WPEN
PHILADELPHIA—1929—SBN

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By.....William Penn Bcstg. Co.
Business-Studio Address.....1528 Walnut St.
Phone Number.....KIngsley 6-0950
Transmitter Location.....Brookhaven Rd. & 77th St.
Air Time.....6 a.m.-2 a.m.
News Service.....AP, UP
Transcription Service .....Associated
Representative.....William G. Rambeau
President.....Albert J. Sylk
General Manager.....Edward C. Obrist
Sales Prom. Mgr.....William B. Caskey
Program Director.....Jules Rind
Publicity Director.....Sarajane Cherashore
Chief Engineer.....Charles W. Burtis

WTEL
PHILADELPHIA—1926

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Foulkrod Radio Engineering Co.
Business-Studio Address....4312 N. Broad St.
Phone Number.....GLadstone 5-1310, DAvenport 4-4310
Transmitter Location .....Rowlandville
Pres., Gen. Mgr., Program Dir.....E. Douglass Hibbs
Commercial Manager.....Henry N. Cocker
Production Director.....Alan Stewart
Chief Engineer.....John Field

KDKA
PITTSBURGH—1920—NBC

Frequency: 1020 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Westinghouse Radio Stations, Inc.
Business-Studio Address.....Grant Bldg.
Phone Number.....Grant 1-4200
Transmitter Location.....Allison Pk.
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative.....Free & Peters
Membership .....BMB
President .....Walter Evans
Vice-President.....Walter E. Benoit
General Manager.....J. B. Conley
Station Manager.....Joseph E. Baudino
Sales Manager.....George D. Tons
Promotion Manager.....David N. Lewis
Program Manager.....Franklin A. Tooke
Publicity Manager.....Lee Curran
Chief Engineer.....Theodore C. Kenney

KQV
PITTSBURGH—1919—MBS

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Allegheny Bcstg. Corp.
Bus.-Studio Address.....800 Chamber of Commerce Bldg.
Phone Number.....Atlantic 1-9100
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, SESAC
Representative .....Weed
Membership .....NAB
President.....Charles T. Campbell
Gen.-Comm. Manager.....J. F. Murray
Program Director.....Walter B. Jones
Publicity Director.....Frank G. Orr
Chief Engineer.....James J. Schultz

WCAE
PITTSBURGH—1922—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAE, Inc.
Bus.-Studio Address.....William Penn Hotel
Phone Number.....Atlantic 1-6900
Transmitter Location.....Baldwin Township
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service .....World
Representative .....Katz
Membership .....NAB, BMB
Pres., General Manager.....Leonard Kapner
Sta. Mgr., Prog. Dir.....R. Clifton Daniel
Commercial Manager.....Carl M. Dozer
Prom. Mgr., Pub. Dir.....William Kelley
Production Director.....John Leban
Chief Announcer.....Ralph Fallert
Musical Director.....Baron Elliott
Chief Engineer.....James Greenwood

WJAS
PITTSBURGH—1921—CBS

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Pittsburgh Radio Supply House, Inc.
Bus.-Studio Address.....1406 Chamber of Commerce Bldg.
Phone Number.....Grant 1-4860
Transmitter Location.....1459 Crane Rd., Greentree
Air Time .....Unlimited
News Service.....Transradio, UP
Transcription Service .....Lang-Worth
Representative .....Hollingberry
Membership .....BMB
Pres., Gen. Mgr.....H. K. Brennen
Comm.-Sales Prom. Mgr.....John H. Buchheit
Program Director.....James M. Hughes
Production Director.....Fred R. Davy
Musical Director.....Lee Kelton
Chief Engineer.....Walter W. McCoy

WPGH
PITTSBURGH—1946

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pittsburgh Bcstg. Co.

Bus.-Studio Address....220 N. Highland Ave., E. Liberty
Phone Number.....EMerson 5000
Transmitter Location.....2500 E. Lane
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service.....Lang-Worth, World
Representative .....McGillvra
Membership .....NAB
President.....H. A. Bergstrom
General Manager.....J. A. McFarland

WPIT

PITTSBURGH—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WPIT, Inc.
Bus.-Studio Address.....211 Smithfield St.
Phone Number.....GRant 1-0794
Transmitter Location.....Mt. Troy Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Representative .....Ra-Tel
President.....John J. Laux
General-Station Manager.....John L. Merdian
Comm., Sales Prom. Mgr.....Don Ioset
Program Director.....Russell E. Offhaus
Prod., Pub. Dir.....Bill Ewing
Chief Announcer.....George Varnum
Chief Engineer.....John Berninger

WWSW

PITTSBURGH—1932

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WWSW, Inc., Post-Gazette Publ. Co.
Bus.-Studio Address.....Sheraton Hotel
Phone Number.....GRant 1-5200
Transmitter Location.....West View Rd., Ross Township
Air Time .....Unlimited
News Service .....AP
Transcrption Service .....Standard
Representative .....Forjoe
Membership .....NAB, FMA
President, Gen. Manager.....O. M. Schloss
Station-Comm. Mgr.....Ben W. Muros
Sales Promotion Manager, Publicity Director.....Harold J. Goldstein
Program Director.....B. Kendall Crane
Chief Announcer.....Raymond F. Schneider
Musical Director.....Marie Wilk
Chief Engineer.....Henry R. Kaiser

WPAM

POTTSVILLE—1947—MBS QUAKER-SBN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Miners Bcstg. Serv., Inc.
Bus.-Studio Address.....106 S. Centre St.
Phone Number.....Pottsville 5050
Transmitter Location.....Lawton's Hill
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service....Associated, Standard
Representative .....Everett-McKinney
Membership .....NAB, BMB
President.....Joseph L. Maguire
Gen., Sta. Mgr.....Louis H. Murray
Commercial Manager.....Frank L. Tamulonis
Sales Prom. Mgr.....John Gallagher
Program Director.....Joel Fleming
Merchandising Mgr.....John Gallagher
Prod. Dir., Chief Annor.....Ray Mulligan
Musical Director.....Horace Richards
Chief Engineer.....Gene Handwerk
Farm Editor.....Harry Pourbaugh

WPPA

POTTSVILLE—1946

Frequency: 1360 Kc.....Power: 1000 Watts d.: 500 Watts n.
Owned-Oper. By.....Pottsville Bcstg. Co.
Bus.-Studio Address.....8 So. Second St.
Phone Number.....Pottsville 4744
Transmitter Location.....Bull's Head
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....World
Membership .....NAB
Pres., Gen. Mgr.....A. V. Tidmore
Commercial Manager.....Ralph L. Price, Jr.
Program Director.....John M. Naylor
Musical Director.....Llew Edwards
Chief Engineer.....Edward Morgan

WEEU

READING—1932—ABC-QUAKER

Frequency: 850 Kc.....Power: 1000 Watts
Owned By.....Reading Eagle-Times
Operated By.....Hawley Bcstg. Co.
Business-Studio Address.....533 Penn St.
Phone Number 7335
Transmitter Township.....Spring Township
Air Time .....Daytime
News Service .....UP
Transcription Service.....Associated, SESAC
Representative .....Headley-Reed
Membership .....NAB
President .....Hawley Quier
Gen.-Station Mgr.....Clifford M. Chafey
Commercial Manager.....K. Richard Creitz
Program Director.....E. Lester Hoffmaster
Chief Announcer.....George Carroll
Chief Engineer.....Harold Schearer

WHUM

READING—1943—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Radio Corp.
Business-Studio Address.....Berkshire Hotel
Phone Number.....Reading 4-4805
Transmitter Location.....Old Wyomissing Rd.

Air Time .....Unlimited
News Service .....AP
Representative.....George P. Hollingbery
Pres., Gen., Sta. Mgr.....Humboldt J. Greig
Comm.-Sales Prom. Mgr...Richard G. Fichthorn
Prod., Pub. Dir.....James D. Lindemuth
Pgm. Dir., Chief Anncr.....Alan Lane
Musical Director.....A. Raymond Moore
Chief Engineer.....Joseph McCormack

WRAW

READING—1922—NBC-MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Reading Bcstg. Co., Inc.
Business-Studio Address.....19 N. Fifth St.
Phone Number.....Reading 7173
Transmitter Location.....6th & Penn Sts.
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NAB
Station Executive.....Clair R. McCollough
Station Manager.....Raymond A. Gaul
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....Frank Voss
Technical Director.....J. E. Mathiot

WRYO

ROCHESTER—1949—ALLIED

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By....Beaver Valley Radio Co.
Address .....Cleveland Ave.
Phone Number 4660
Air Time.....Sunrise-Sunset
News Service .....UP
Transcription Service.....World, Lang-Worth
Membership .....NAB
President .....Edward Reider
Gen., Comm. Mgr.....Donald J. Grantham
Production Director.....Seymour H. Miller
Chief Engineer.....Andrew Macioce

WARM

SCRANTON—1938—ABC-QUAKER

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Union Bcstg. Co.
Business-Studio Address.....Bowman Bldg.
Phone Number 4-1148
Transmitter Location..O'Neill Hiway, Dunmore
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Pres., Gen.-Sta. Mgr.....Martin F. Memolo
Comm., Sales Prom. Mgr...William M. Dawson
Prog.-Prod.-Musical Dir.....Joe Salsburg
Publicity Director.....Mary Lynott
Chief Announcer.....Art Bolin
Chief Engineer.....A. W. Oschmann
Farm Editor.....Jess Landenberger

WGBI

SCRANTON—1925—CBS

Frequency: 910 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Scranton Bcstrs., Inc.
Business-Studio Address..1000 Wyoming Ave.
Phone Number 6296
Transmitter Location.....Drinker Tpk.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....John Blair
Membership .....NAB, BMB
President.....Mrs. M. E. Megargee
Vice-President.....M. A. Megargee
Gen., Comm., Sales Prom. Mgr.
George D. Coleman
Station Manager.....Robert E. McDowell
Program Director..... Frank Monagham
Chief Engineer.....Kenneth R. Cooke

WQAN

SCRANTON—1924

Frequency: 910 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....The Scranton Times
Address.....149 Pennsylvania Ave.
Phone Number 5151
News Service.....AP, UP, INS
Transcription Service.....Associated, SESAC
Representative .....McDevitt
Membership .....NAB, FMA
Owners..Elizabeth R. Lynett, Edward J. Lynett, Jr.
General Manager.....John P. McGoldrick
Commercial Manager.....Frank S. Blair
Program Director..... Robert R. Flanagan
Musical Director.....Jane O'Hara
Chief Engineer.....John P. McGoldrick
Farm Editor.....Frank Malone

WSCR

SCRANTON—1947

Frequency: 1000 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Lackawanna Valley Bcstg. Co.
Business-Studio Address....116 Adams Ave.
Phone Number 5242
Transmitter Location.....Keyser Ave.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Walker
Membership .....BMB
Pres.....Judge Michael J. Eagen
Manager .....Dale Robertson
Sta. Mgr., Prod. Dir.....Jack Guinan
Commercial Manager.....Frank S. Blair
Musical Director.....Joe Brier
Chief Engineer.....Willard Shimski

WISL

SHAMOKIN—1948—MBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Anthracite, Inc.
Bus.-Studio Address.....Rock & Sunbury Sts.
Phone Number 2650
Transmitter Location..Big Mt., Coal Township
Air Time.....7 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Forjoe
Membership .....NAB
President.....Henry W. Lark
General Manager.....Charles R. Petrie
Program Director.....Dick Owen
Chief Announcer.....Jerry Kreeger
Chief Engineer.....Bernard Marshall
Farm Editor..... ....Robert Richter

WPIC

SHARON—1938

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sharon Herald Bcstg. Co.
Business Address.....P. O. Box 541
Phone Number 4113
Studio-Transmitter Location..Pine Hollow Blvd.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service....Associated, Capitol, Lang-Worth, World
Representative.....Adam J. Young, Jr.
Pres., Gen.-Sta. Mgr.....John Fahnline, Jr.
Program Director.....Marc McCulloch
Production Director.....Harold E. Smith
Publicity Director.....Evelyn L. Keller
Chief Announcer.....Paul Turner
Chief Engineer.....A. C. Heck

WMAJ

STATE COLLEGE—1945—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Centre Bcstrs., Inc.
Bus.-Studio Address.....P. O. Box 888, Glennland Bldg.
Phone Number 4959
Transmitter Location.....Ferguson Township
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
General Mgr.....William K. Ulerich
Station Manager.....Alethea Jones Mattern
Program Director.....Milton J. Bergstein
Commercial Manager..... Miriam Krebs
Chief Engineer.....Douglas Beman

WVPO

STROUDSBURG—1947

Frequency: 840 Kc.....Power: 250 Watts d.
Owned-Operated By.....Pocono Bcstg., Inc.
Business-Studio Address.....578 Main St.
Phone Number.....Stroudsburg 1102
Transmitter Location.....Cherry Valley & Highland Inn Rds.
News Service .....UP
Transcription Service .....Associated
Representative .....Walker
President.....James H. Ottaway
General Manager.....Merle C. Ostrom
Station Manager.....Elton Hall
Managing Director.....Francis H. Brinkley
Program Director.....Joseph Webster
Chief Engineer.....Ernest Transue

WKOK

SUNBURY—1933—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sunbury Bcstg. Corp.
Bus.-Studio-Transmitter.....1150 N. Front St.
Phone Number.....Sunbury 1325-6
Air Time .....7 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Continental Radio Sales
Membership .....NAB
President.....Harry H. Haddon
Gen., Sta. Mgr.....Homer R. Smith
Comm., Sales Prom. Mgr.....W. Robert Trevitt
Pgm., Prod. Dir.....Michael J. Kane
Publicity Director.....Nelson Futch
Chief Announcer.....Jerry Moore
Chief Engineer.....John W. Keller

WMBS

UNIONTOWN—1937
CBS-ATLANTIC SPORTS-QUAKER-PA. NET

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By.....Fayette Bcstg. Corp.
Bus.-Address.....Fayette Title & Trust Bldg.
Phone Number.....Uniontown 800
Transmitter Location.....Old Fairchance Rd., Burgess Field, R.D.
News Service .....UP
Transcription Service.....Thesaurus, Standard
Representative .....Robert Meeker
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Joseph C. Burwell
Commercial Manager.....Harry C. Burwell
Sales Prom. Mgr.....Charles Underwood
Prog.-Musical Dir.....J. Sullivan Sages

Production Director.....Michael Sands
Publicity Director.....James Gismondi
Chief Engineer.....Wlliam J. Henzly
Farm Editor.....Rex Carter

WNAE

WARREN—1946—MBS
ATLANTIC SPTS.

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Northern Allegheny Bcstg. Co.
Bus.-Studio Address.....1st Natl. Bank Bldg.
Phone Number 3032
Transmitter Location.....Warren-Kinzua Rd.
Air Time.....6 a.m.-Sunset
News Service .....AP
Transcription Service .....Capitol
Membership .....NAB
President, Gen. Mgr.....A. David Potter, Jr.
Sales Prom. Mgr.....Frank Foster
Commercial Manager.....James Potter
Pgm., Prod., Pub. Dir.....W. LeRoy Schenck
Chief Engineer.....Homer Haines

WJPA

WASHINGTON—1942
MBS ATLANTIC-VICTORY

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Washington Bcstg. Co.
Bus. Address.....George Washington Hotel
Phone Number 4870
Transmitter Location...So. Strabane Township
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President.....William S. Yard
Gen., Sta. Mgr.....A. Boyd Siegel
Commercial Mgr.....Peter Stanton
Program Director.....Mitchell Gray
Chief Engineer.....Horace E. Cooper

WBAX

WILKES-BARRE—1922—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John H. Stenger, Jr.
Business-Studio Address.....85 W. Union St.
Phone Number 3-0196
Transmitter Location...Route 11, Edwardsville Borough
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative .....Burn-Smith
General Manager.....John H. Stenger, Jr.
Station Manager.....August W. Grebe
Program Director.....John H. Stenger, III
Production Director.....Robert M. Whitehead
Publicity Director.....Edward Kuzma
Chief Announcer.....Vincent D. Carroll
Chief Engineer.....John H. Stenger, Jr.
Asst. Chief Engr.....Milan J. Krupa
Farm Editor.....Jim Hutchison

(See Page 620)

WBRE

WILKES-BARRE—1924—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Louis G. Baltimore
Bus.-Studio Address.....62 S. Franklin St.
Phone Number 3-3101
Transmitter Location .....Kingston
Air Time.....6:30 a.m.-1 a.m.
News Service .....AP
Transcription Service .....World
Membership .....NAB
Pres., Gen. Mgr.....Louis G. Baltimore
Sta. Mgr., Pub. Dir.....David M. Baltimore
Commercial Mgr.....A. C. Baltimore
Program Director.....Franklin D. Coslett
Musical Director.....Louis Savitt
Chief Engineer.....Charles Sakoskie, Sr.

WILK

WILKES-BARRE—1946
ABC-QUAKER

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Wyoming Valley Bcstg. Co.
Bus.-Studio Address.....88 No. Franklin St.
Phone Number 4-4666
Transmitter Location....Dawes Ave., Kingston
Air Time .....Unlimited
News Service .....UP
Transcription Service..Lang-Worth, Thesaurus
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....Dr. I. C. Morgan
General Manager.....Roy E. Morgan
Station Mgr.....Thomas P. Shelburne
Commercial Manager.....Jerry Butler
Program Director.....Hal Berg
Chief Announcer.....Charles Whittier
Chief Engineer.....Theodore French

PIONEER

IN

THE ANTHRACITE AREA

FOUNDED 1922

TOPS IN PUBLIC SERVICE

WBAX

WILKES-BARRE, PA.

MBS AFFILIATE

REPRESENTED BY BURN-SMITH CO., INC.

JOHN H. STENGER, JR., LICENSEE

WRAK

WILLIAMSPORT—1930—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRAK, Inc.
Business-Studio Address....244 W. Fourth St.
Phone Number.....Williamsport 2-6116
Transmitter Location.....1561 W. Fourth St.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service..Associated, Lang-Worth
Representative .....Everett-McKinney
Membership .....NAB, BMB
President.....E. M. Case
General Manager.....George E. Joy
Treasurer.....W. Van Person
Comm. Mgr., Musical Director.....J. Wright Mackey
Promotion Mgr.....Everett Rubendall
Production Manager.....Irving A. Berndt, Jr.
Prog. Mgr., Chief Announcer.....Leon Kelly
Chief Engineer.....Glenn Sherman
Farm Editor.....Jackson Huling

WWPA

WILLIAMSPORT—1949—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Williamsport Radio Bcstg. Assoc., Inc.
Address.....330 Government Pl.
Phone Number 7119
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
President.....Harry J. W. Kiessling
General Manager.....Woodrow W. Ott
Commercial Manager.....J. David Fleming
Program Director.....Louis C. Cate
Chief Engineer.....James D. Martyn

WNOW

YORK—1948

Frequency: 1250 Kc....Power: 1000 Watts d.
Owned-Operated By.....Helm Coal Co.
Business-Studio Address.....25 S. Duke St.
Phone Number.....2911, 2952
Transmitter Location.....R. D. 5
Air Time.....6 a.m.-local sunset
News Service .....AP
Transcription Service .....Associated
Representative.....Adam J. Young, Jr.
Membership .....NAB
Gen.-Station Mgr.....Lowell W. Williams
Comm. Manager.....John O. Border
Sales Prom. Mgr.....Murray Goldsborough
Prog.-Prod. Dir.....H. E. Daugherty
Chief Engineer.....Willis N. Weaver

WRAK
250 W—1400 Kc

WRAK-FM
3.2 KW—100.3 Mc

National Representative:
EVERETT-McKINNEY, Inc.
New York • Chicago

AFFILIATE

The right combination for a REAL selling campaign in the Williamsport market.

20 YEARS *of* PUBLIC SERVICE

WRAK, INC.

WILLIAMSPORT, PENNSYLVANIA

WORK

YORK—1932—NBC-MBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By.....York Bcstg. Co.
Business-Studio Address.....13 S. Beaver St.
Phone Number 6629
Transmitter Location.....W. Manchester Township
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Robert Meeker
Membership .....NAB
Station Executive.....Clair R. McCollough
Station Manager.....Leroy K. Strine
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....James R. Wilson
Technical Director.....J. E. Mathiot

WSBA

YORK—1942—ABC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Susquehanna Bcstg. Co.
Business Address.....P. O. Box 1243
Phone Number 2676
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
President.....Louis J. Appell
Exec. V.P.....Walter J. Rothensies
Comm., Prom. Mgr.....Phillip K. Eberly
Program Director.....Otis Morse
Chief Engineer.....Woodrow G. Eberhart

RHODE ISLAND

WHY IS AP THE BEST?

BECAUSE—AP members decide what AP shall be. Their decision has made AP unequalled in covering the news of the world . . . RAPIDLY . . . TRUTHFULLY . . . FULLY . . . ACCURATELY.

NEW ENGLAND ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

President: Leland Bickford—Editor-in-Chief, Yankee Network, Boston

Secretary: L. P. Yale—AP Chief of Bureau, Boston

Directors for Rhode Island: Arnold Schoen—WPRO, Providence
William Koster—WPJB, Providence

RHODE ISLAND

RHODE ISLAND

Estimated Population 743,000—Increase +4.1%—Radio Homes 215,000
Radio Families 217,000—Stations in State 10

WRJM

NEWPORT—1948

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By..The Aquidneck Bcstg. Corp.
Business-Studio Address.....204 Thames St.
Phone Number 4673-4
Transmitter Location.....Middletown
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
Membership .....NAB
Pres., Gen., Sta. Mgr.....Columbus O'Donnell
Comm., Sales Prom. Mgr.
Gilbert M. Congdon, Jr.
Pgm., Prod., Pub. Dir.....Robert A. Brennan
Musical Director.....Clark McDermott
Chief Engineer.....Joseph Britto

WDEM

PROVIDENCE—1947

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By..Narragansett Bay Bcstg. Co.
Business-Studio Address.....Blue Cross Bldg.
Phone Number.....Jackson 1-6565
Transmitter Location.....Bold Point, E.
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Associated
President.....Louis A. R. Pieri
Gen., Comm. Mgr.....Irving M. Kipnes
Office Manager.....Mary A. Rock
Sales Prom. Mgr.....Louis I. Levin
Program Director.....Walter Neiman
Musical Director.....William R. Willse
Chief Engineer.....F. E. A. Sheehan

WEAN

PROVIDENCE—1922—MBS-YANKEE

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Yankee Network, Inc.
Business-Studio Address.....Crown Hotel
Phone Number.....Temple 1-0800
Transmitter Location.....E. Providence
Air Time .....6 a.m.-M.
News Service.....AP, INS, UP
Transcription Service .....Standard
Representative .....Edward Petry
Membership .....BMB
President .....William O'Neil
Gen., Sta., Comm. Mgr.....Joseph Lopez
Prog.-Prod.-Pub. Dir.....Donald Morton
Chief Engineer.....Henry Tilley

WHIM

PROVIDENCE—1947

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Intercity Bcstg. Co.
Business-Studio Address.....32 Custom House
Phone Number .....Union 1-4211
Transmitter Location.....Eastern Ave., E. Providence
Air Time.....6 a.m.-4:30 p.m.
News Service .....AP
Transcription Service .....Capitol
Representative..Adam J. Young, Kettell-Carter
President, Gen.-Sta. Mgr.....Robert T. Engles
Program Director.....C. George Taylor
Prod. Dir., Chief Anncr.....Bruce Williamson
Musical Director.....Jay Creeden
Chief Engineer.....Carroll Philbrook

WFCI

PROVIDENCE—1941—ABC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Pawtucket Bcstg. Co.
Bus.-Studio Addres..459 Main St., Pawtucket
Phone Number.....PL 1-6565
Providence; PA 2-9500-1
Transmitter Location .....Lonsdale
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....Howard W. Thornley
Gen., Comm. Mgr.....Wallace A. Walker
Program Director.....David Brooks
Musical Director.....Arthur Paquette
Chief Engineer.....Gilbert Johnson

WJAR

PROVIDENCE—1922—NBC-NERN

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
Phone Number.....Gaspee 1-1071
Transmitter Location.....Wampanoag Trail, E. Providence
Air Time .....6 a.m.-M.
Transcription Service .....World
Representative.....Weed, Bertha Bannon
Membership .....NAB, BMB
President.....Mortimer L. Burbank
Gen., Sta., Comm. Mgr.....John J. Boyle
Program Director.....Sothern Abbott
Musical Director.....Earl Shean
Chief Engineer.....Thomas C. J. Prior



now, let's sum it up . . .

In New England's rich, second largest market
radio's largest, most active audience
listens . . . week after week, month after month
season after season . . . to **WPRO**

BASIC . . . CBS PROVIDENCE
630KC • 5000 WATTS

Represented by Raymer

WPRO

PROVIDENCE—1924—CBS-NEMM

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By....Cherry & Webb Bcstg. Co.
Business-Studio Address.....15 Chestnut St.
Phone Number.....Plantations 1-9776
Transmitter Location.....E. Providence
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service..Thesaurus, Lang-Worth
Representative.....Paul H. Raymer
Membership .....NAB
President.....William S. Cherry, Jr.
General-Comm Mgr.....Arnold F. Schoen, Jr.
Program Director.....John A. Owen
Chief Engineer.....John V. Ferri

WRIB

PROVIDENCE—1949

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....R. I. Bcstg. Co.
Bus.-Studio Address.....Narragansett Hotel
Phone Number.....Union 1-4512
Transmitter Location..Water St., E. Providence
Air Time.....7 a.m.-local sunset
News Service .....UP
Transcription Service.....Associated, SESAC
Representative .....Forjoe
Membership .....NAB
President .....Frank Rao
General Manager.....Nicholas Ruggieri
Commercial Manager.....Anthony Petronella
Production Director.....Fabian Hume
Pgm. Dir., Chief Anncr.....Don Rogers
Chief Engineer.....Richard Buckley

WERI

WESTERLY—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....W. Paul Oury
Address.....34 Main St.
Phone Number 2263
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Pres., Gen. Mgr.....W. Paul Oury
Sta., Prom. Mgr.....Phil Rubin
Program Director.....Harry Nelson
Chief Engineer.....James F. Nugro

WWON

WOONSOCKET—1946
MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Associated Electronic Enterprises, Inc.
Business-Studio Address.....99 Main St.
Phone Number 3900
Transmitter Location.....Getchell Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Standard
President, Treasurer.....Garo W. Ray
Station-Comm. Mgr.....Mitchell F. Stanley
Production Director.....Gene Rousseau
Chief Engineer.....George W. Travis

SOUTH CAROLINA

Estimated Population 2,001,000—Increase +5.3%—Radio Homes 480,000
Radio Families 498,000—Stations in State 43

WNCA

AIKEN—1949

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Aiken-Augusta Bcstg. Co., Inc.
Address.....Greenwood Bank Bldg.
Phone Number 332
Air Time .....Daytime
News Service .....INS
Transcription Service .....Capitol
President.....J. D. Meehan
Manager .....Rutledge Anderson
Advtg. Manager.....Sam Steiner
Program Director.....Jane Kennedy
Chief Engineer.....Louis Howard

WAIM

ANDERSON—1935—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton E. Hall
Address.....1 Martin St.
Phone Number.....800, 3206, 2239
Air Time.....5:28 a.m.-12:05 a.m.
News Service .....INS
Transcription Service.....Associated, World
Representative.....Burn-Smith, Dora Dodson
Membership.....NAB, BMB, FMA
President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Commercial Manager....Charles B. Goodyear
Program Director.....Bette Warnock
Chief Announcer.....Jack O'Conner
Chief Engineer.....H. B. Greene

WANS

ANDERSON—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Carolina Bcstrs.
Address .....Box 211
Phone Number 3262
News Service .....AP
Pres., Gen. Mgr.....J. J. Powell
Comm. Mgr., Pgm. Dir.....Alfred Robinson
Chief Engineer.....Charles Mewborn

WBSC

BENNETTSVILLE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Bennettsville Bcstg. Co.
Business-Studio Address.....212 Broad St.
Phone Number 780
Transmitter Location.....1½ Mi. N.W. of Bennettsville on Hway. No. 9
News Service .....AP
Representative.....Joseph Hershey McGillvra
President.....John W. Orvin
Gen., Sta. Mgr.....Malcolm A. Young
Prog.-Prod.-Pub.-Musical Dir.....Don Bridges
Chief Engineer.....John Gronert

WACA

CAMDEN—1948—KBS

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Camden Bcst. Co.
Address .....Camden
Phone Number 80
News Service .....UP
Transcription Service .....Standard
Representative .....McGillvra
President.....Haygood S. Bowden
Gen., Sta. Mgr.....Paul F. Myhan
Commercial Manager.....Tom Richards
Sales Mgr., Pgm. Dir.....John L. McWhorter
Publicity Director.....Kenneth Baldwin, Jr.
Chief Engineer.....M. E. Morris

WCSC

CHARLESTON—1930—CBS

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....WCSC, Inc.
Bus.-Studio Address.....Francis Marion Hotel
Phone Number 7611
Transmitter..Eagles Nest, St. Andrews Parish
News Service .....UP
Representative.....Free & Peters
Membership .....NAB, BMB
Pres., Gen.-Station Mgr.....John M. Rivers
Commercial Manager.....Roland Weeks
Program Director.....Russell Long
Publicity Director.....Pearl Baum
Chief Engineer.....Wilbur Albee

WHAN

CHARLESTON—1946—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Charleston Bcstg. Co.
Business-Studio Address.....152 Market St.
Phone Number 3-1643
Transmitter Location.....St. Andrew's Parish
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....BMB
President.....S. Lewis Johnson
Gen., Sta., Comm. Mgr.....C. Wylie Calder
Program Director.....Vernon M. Bushong
Publicity Director.....Harry Gianaris
Production Director.....Traynor Ferillo
Chief Engineer.....William P. Birchfield

WPAL

CHARLESTON—1946

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Palmetto Bcstrs.
Business-Studio Address....149 Wentworth St.
Phone Number 3-6428-9
Transmitter Location .....Windemere
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Independent, Dora Dodson
Gen., Sta. Mgr.....Laurens P. Moore
Comm., Sales Prom. Mgr...Robert T. Chrystie
Program Director.....Bob Austin
Prod, Musical Dir.....James Reynolds
Publicity Director.....Sandra Lyon
Chief Engineer.....Carlton J. Modlin

WTMA

CHARLESTON—1939—NBC

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By.....Atlantic Coast Bcstg. Co.
Business Address.....P. O. Box 297
Phone Number 2-2961
Studio Address.....133 Church St.
Transmitter Location.....St. Andrew's Parish
News Service .....AP
Transcription Service .....Associated
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President .....Edward Manigault
Gen.-Station Mgr.....Robert E. Bradham
Comm. Manager.....Grange S. Cuthbert, Jr.
Sales Prom., Pgm., Pub. Dir.....W. N. Abbott
Production Director.....Robert Yeager
Musical Director.....Edna E. Richardson
Chief Engr., Asst. Mgr...Douglass M. Bradham

WUSN

CHARLESTON—1948—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Bcstg. Co.
Bus.-Studio-Trans. Address.....42 Tenth St.

Phone Number 2-2652
News Service .....AP
Transcription Service .....Associated
Representative .....Donald Cooke
Membership .....NAB
President.....C. Norwood Hastie
Gen., Sta., Comm. Mgr.....J. Dayton Hastie
Program Director.....Henry Hoppe
Chief Engineer.....Walter Nelson

WGCD

CHESTER—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Craig Bcstg. Co.
Bus.-Studio....128 Main St., Radio-Press Bldg.
Phone Number 1171
Transmitter Location.....Harris St.
News Service .....AP
Transcription Service .....Capitol
Representative .....McGillvra
Membership .....NAB
Pres., Gen., Comm. Mgr.....Morgan J. Craig
Sales Prom. Mgr., Publ. Dir....James Kennedy
Program Director.....Arthur Cornwall
Production Director.....John Greene
Chief Engineer.....Morton E. Green

WCOS

COLUMBIA—1939—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Columbia
Business-Studio Address.....1202 Main St.
Phone Number 2-5601
Transmitter Location.....Edgewood Rd.
News Service .....AP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....BMB
President.....E. D. Black
General-Station Manager.....James W. Hicks
Commercial Manager.....Dixon Harp
Sales Prom. Mgr.....Winston La Porte
Program-Publicity Director....Stewart Spencer
Production Director.....John Evans
Chief Engineer.....Robert D. Lambert

WIS

COLUMBIA—1930—NBC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By....Surety Life Insurance Co.
Business-Studio Address.....1111 Main St.
Phone Number 2-2135
Transmitter Location.....Bluff Rd.
News Service .....UP
Transcription Service .....Standard
Representative.....Free & Peters
Membership .....NAB, BMB
President.....Herman N. Hipp
General Manager.....G. Richard Shafto
Managing Director.....J. Dudley Saumenig
Local Sales Mgr.....C. Wallace Martin
Prom.-Pub. Manager.....Steve Libby
Program Director.....Frank Harden
Chief Engineer.....Herbert G. Eidson, Jr.

WKIX

COLUMBIA—1945—CBS

Frequency: 1320 Kc....Power: 1000 d., 500 n.
Owned-Oper. By....Inter-City Adv. Co., Inc.
Business-Studio Address.....1127 Lady St.
Phone Number 2-8659
Transmitter Location.....Lexington County
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....BMB
President.....George W. Dowdy
Gen., Comm. Mgr.....W. C. Bochman
Prod., Pgm. Dir.....Richard Fennel
Chief Engineer.....Gene Hampton

WNOK

COLUMBIA—1947—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Palmetto Radio Corp.
Address .....Hotel Jefferson
Phone Number 2-1518
News Service .....AP
Representative .....Forjoe
Membership .....NAB
General Manager.....Moody McElveen
Chief Engineer.....Donald E. Willoughby

WLAT

CONWAY—1945—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Coastal Bcstg. Co.
Business-Studio Address.....12th Ave.
Phone Number 340
Transmitter Location....U. S. Hway. 701, 1¼ Mi. N.W. Center of City
News Service .....AP
Representative....Joseph Hershey McGillvra
Membership .....NAB
President, General Mgr.....L. M. Hawley
V.P., Chief Engineer.....H. L. Hanks
Pub.-Musical Dir., Chief Anncr...Mike Jordan

WDSC

DILLON—1946—MBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Border Bcstg. Co., Inc.
Business-Studio Address.....Box 231
Phone Number 470-1
Transmitter Location....U. S. Hway. 301, 3½ Mi. S. of Dillon
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Joseph Hershey McGillvra
Membership .....NAB, BMB

President.....E. H. Brown
Gen., Sales Prom. Mgr.....Joseph Martin
Asst. Mgr., Prod., Pgm. Dir.....Bill Bunn
Commercial Manager.....R. B. Marshall
Chief Announcer.....Jim Murff
Chief Engineer.....M. J. Herring
Farm Editor.....Jim Adams

WJMX

FLORENCE—1947

Frequency: 970 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Atlantic Bcstg. Co., Inc.
Business Address.....P. O. Box 1211
Phone Number.....2494-5
Studio-Transmitter Location.....3 Mi. N.W. Florence, U. S. 52
Air Time.....Sunrise-Sunset
News Service.....AP
Transcription Service.....World, Capitol, Associated
Representative.....Walker
Membership.....NAB, BMB
President.....Eugene E. Stone
Gen., Sta. Mgr.....Paul H. Benson, Jr.
Comm. Manager.....H. A. Smith, Jr.
Program Director.....Sam I. Latimer
Chief Announcer.....Bob Forbes
Chief Engineer.....Frank Jenne

SOUTH CAROLINA

WHY IS AP THE BEST?

BECAUSE—AP members, the greatest body of news collectors in the world today, provide their news to their AP.

SOUTH CAROLINA ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

President: James Hicks—WCOS, Columbia
Vice-President: Scott Russell—WESC, Greenville
Secretary: Paul Benson—WJMX, Florence
Directors: Robert Bradham — WTMA, Charleston; Frank Best — WRNO, Orangeburg
Continuing Study Committee Chairman: Gene Sink—WMRA, Myrtle Beach

SOUTH CAROLINA

WOLS

FLORENCE—1937—ABC

Owned-Oper. By.....Florence Bcstg. Co., Inc.
Business-Studio Address....129 S. Dargan St.
Phone Number.....Studio: 354-5
Transmitter Location.....1 Mi. NE City
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Joseph Hershey McGillvra
Membership.....NAB, BMB
Pres., Gen.-Station Mgr.....Melvin Purvis
Comm., Sales Prom. Mgr.....A. P. Skinner
Pgm., Prod., Pub. Dir.....Jim Putnam
Chief Engineer.....W. A. Pritchett

WFGN

GAFFNEY—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By....Cherokee Radio Co., Inc.
Business Address.....P. O. Box 297
Phone Number.....1570
Studio-Transmitter Location....Lead Mine Rd.
Air Time.....Daytime
News Service.....UP
Transcription Service.....Lang-Worth
President.....A. Ray Godshall
Gen. Mgr., Chief Engr.....Louis M. Neale
Commercial Mgr.....David C. McSwain
Production Director.....Norman Lassiter
Chief Announcer.....Jim Brazzell
Farm Editor.....Virginia Gertz

WGTN

GEORGETOWN—1949

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Georgetown Bcstg. Co.
Address.....216 Fraser St.
Phone Number.....621-629
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth
Gen., Sta., Sales Prom. Mgr....H. Tom Morris
Sports Dir., Comm. Mgr.....Allen Wester
Continuity Director.....Joe Maurice
Chief Announcer.....Roger Clark
Program Director.....Mamie Delzell

WESC

GREENVILLE—1947—MBS

Frequency: 660 Kc.....Power: 5000 Watts
Owned-Operated By.....Greenville Bcstg. Co.
Business-Studio Address.....1 College St.
Phone Number.....2-8241

Transmitter Location.....Farr's Bridge Rd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service..Lang-Worth, Associated
Representative .....Walker
Membership .....BMB
President, General Mgr.....Scott Russell
Commercial Manager.....Cliff W. Bowers
Program Director.....Arthur H. Roberts
Chief Engineer.....Lewis W. Elias, Jr.
Farm Editor.....L. Wayne Davis

WFBC

GREENVILLE—1933—NBC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Greenville News Piedmont Co.
Business-Studio Address.....Poinsett Hotel
Phone Number 2-7616
Transmitter Location .....Ghantt
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....B. H. Peace, Jr.
General-Station Mgr.....B. T. Whitmire
Commercial Mgr.....R. Q. Glass, Jr.
Sales Prom. Manager.....P. H. Chapman
Program Director.....Newton S. Smyth
Chief Announcer.....Norvin Duncan
Publicity Director.....N. P. Mitchell
Musical Director.....Jim Collins
Chief Engineer.....William Garrison
Farm Editor.....Robert Martin

WMRC

GREENVILLE—1940—ABC

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Operated By.....Textile Bcstg. Co.
Bus.-Studio Address...Box 1499, Prevost Bldg.
Phone Number 3-2751
Transmitter Location.....White Horse Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....World, SESAC
Representative .....Burn-Smith
Membership .....NAB
President.....R. A. Jolley, Sr.
General Manager.....Guy Zwahlen
Commercial Manager.....C. B. Denison
Sales Prom. Manager.....Frank Cope
Program Dir.....William T. Arrington
Chief Announcer.....James D. Simpson, Jr.
Chief Engineer.....George D. Tate
Farm Editor.....Paul Fisher

WMUU

GREENVILLE—1949

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Bob Jones U.
Address .....Greenville
Air Time .....Daytime
News Service .....INS
Transcription Service .....Associated
President.....Dr. Bob Jones, Jr.
General Manager.....R. K. Johnson
Station Manager.....Robert Pratt
Program Director.....Julia Boyajian
Chief Engineer.....Don C. Smith

WCRS

GREENWOOD—1941—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Grenco, Inc.
Business Address.....216 Textile Bldg.
Phone Number 4300
Studio-Transmitter Location.....Willson St.
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Capitol
Representative.....Joseph Hershey McGillvra
Membership .....NAB, BMB
President .....Douglas Featherstone
Manager .....Dan Crosland
Commercial Manager.....Ralph Norman
Program Director.....Randy Davidson
Chief Engineer.....Charlie Sparks

WEAB

GREER—1949

Frequency: 800 Kc.....Power: 250 Watts
Owned-Oper. By....E. A. Burch & W. R. Frier
Address .....Greer
Phone Number 1057
Air Time .....Daylight
News Service .....UP
Transcription Service .....Lang-Worth
Co-Owners.....E. A. Burch, W. R. Frier
Gen., Comm., Prom. Mgr.....Sam H. Hutchins
Chief Engineer.....Robert D. Webb

WHSC

HARTSVILLE—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Hartsville Bcstg. Co., Inc.
Business-Studio Address....1306 College Ave.
Phone Number 654
Transmitter Location..1 Mi. S. of Hartsville on Hway. 15-A
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
President.....Charles H. Campbell
Gen.-Sta. Mgr., Prod. Dir.....Raymond Caddell
Pgm. Dir., Chief Anncr.....Earl Caton
Publicity Director.....Frances Bass Tyner
Chief Engineer.....Donald A. Brienen
Farm Editor, Musical Dir.....Lamar Caldwell

WDKD

KINGSTREE—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Palmetto Bcstg. Co.
Address .....Kingstree
Phone Number 6761
Air Time .....Daytime
News Service .....INS
Transcription Service .....Lang-Worth
Partners.....M. L. Few, E. G. Robinson, Jr.
Gen., Comm. Mgr.....George C. Blackwell
Chief Engineer.....Thomas B. Williams, Jr.

WLBG

LAURENS—1948—KBS

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....WLBG, Inc.
Business Address.....Box 642, Laurens
Phone Number 2-2331
Studio-Transmitter Location....Greenville Rd., Church St. Ext.
Air Time.....7 a.m.-7 p.m.
News Service .....UP
Transcription Service .....World
President.....John W. Todd
Gen., Sta., Comm. Mgr.....John F. Arrington
Program Director.....Len Ledford
Promotion Manager.....Colleen Willard
Chief Announcer.....George Haskell
Chief Engineer.....Clyde C. McClure

WJAY

MULLINS—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Mullins & Marion Bcstg. Co.
Address.....P. O. Box 41
Phone Number 3901
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
President.....W. H. Daniel, Jr.
Commercial Manager.....W. G. Smith
General Manager.....W. L. Harrelson
Program Director.....James O. Atkins
Chief Engineer.....Jack Ikner

WMRA

MYRTLE BEACH—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Myrtle Beach Bcstg. Co.
Business Address...c-o WMRA Myrtle Beach
Phone Number 137
Studio Address.....Ocean Forrest Hotel
Transmitter Location.....28th St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative .....McGillvra
President.....P. T. Watson
Gen., Sales Prom. Mgr., Prod. Dir...Gene Sink
Program Manager.....Otis Humpheries
Commercial Manager.....S. W. Monroe
Program Director.....Faye Marble
Chief Engineer.....Larry Martin

WKDK

NEWBERRY—1946—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Newberry Bcstg. Co., Inc.
Address.....11 Radio Dr., Box 211
Phone Number 249
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, KBS
President.....John F. Clarkson
Gen., Sta., Comm. Mgr.....James F. Coggins
Pgm., Prod., Publ. Dir.....Jim Brownell
Chief Engineer.....Ray Gilliam
Farm Editor.....Charles E. Bowers

WRNO

ORANGEBURG—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WRNO, Inc.
Business Address.....Box 662
Phone Number 1420
Studio-Transmitter Location..Ext. Whitman St.
Air Time .....Unlimited
News Service .....AP
Transcriptoin Service .....Capitol
President.....Charles S. Henery
Gen., Sta., Comm. Mgr.....Frank B. Best, Jr.
Program Director.....James N. Armistead, Jr.
Chief Anncr., Musical Dir...W. Hampton Smith
Chief Engineer.....Gus Browning
Farm Editor.....Glenn French

WTND

ORANGEBURG—1948

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sims Publishing Co.
Business-Studio Address.....Radio Center,
Phone Number 1600-1
Transmitter Location..2 Mi. N. City, Hiway 56
Air Time .....Daytime
News Service .....UP
Transcription Service.....World, Associated
Membership .....NAB
President.....J. I. Sims
General Manager.....G. L. Sims
Sta., Comm. Mgr.....Frank R. Knutti
Prod. Dir., Farm Editor.....Richard R. Rhame
Publicity Director.....Ella Rogers
Chief Announcer.....Vance Morris
Chief Engineer.....Larry W. Styles

WRHI

ROCK HILL—1944—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....York County Bcstg. Co.
Bus.-Studio Add...Rock Hill Natl. Bank Bldg.

Phone Number 2085
Transmitter Location.....E. Black St.
News Service .....AP
Transcription Service .....World
Membership .....NAB
Gen. Mgr., Chief Engineer..James S. Beatty, Jr.
Sta. Mgr., Prog. Dir.....William C. Beaty
Comm.-Sales Prom. Mgr., Pub. Director.....Harper S. Gualt
Production Director.....Cuyler P. Fields

WTYC
ROCK HILL—1948

Frequency: 1150 Kc....Power: 1000 Watts d.
Bus.-Studio Address....Robert Marshall Hotel
Phone Number 3175
Transmitter...Hway. 21 near Charlotte Hway.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
President.....W. G. Reid
Secretary-Treasurer.....O. Frank Thornton
Gen., Sta. Mgr.....G. P. Cobb
Commercial Mgr.....Clay Watts
Program Director.....Edgar Talbert
Chief Engineer.....Tom L. Byrd

WSNW
SENECA—1949

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Blue Ridge Bcstg. Co., Inc.
Address .....Seneca
Phone Number 8234
News Service .....UP
Transcription Service....Lang-Worth, SESAC
Pres., Gen., Comm. Mgr.....J. A. Gallimore
Program Director.....Thomas J. Whittaker
Promotion Manager.....Chet Munson.
Chief Engineer.....Robert W. Mahoney

WORD
SPARTANBURG—1940—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..The Spartan Radiocstg. Co.
Business-Studio Address.....291 E. Main St.
Phone Number 6000
Transmitter Location.....Vanderbilt Rd.
News Service .....AP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President, Gen. Mgr.....Walter J. Brown
Station Manager.....John C. Carrington
Sales Prom. Mgr.....Charles W. Newcomb
Pgm., Prod. Dir.....Al Willis
Chief Engineer.....Clyde J. Burdette

WSPA
SPARTANBURG—1930—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By.....Surety Bcstg. Co.
Business-Studio Address.....224 E. Main St.
Phone Number 2900
Transmitter Location.....Route 7, Sigsbee
News Service .....UP
Transcription Service .....Associated
Representative .....John Blair
Membership.....NAB, BMB, FMA
President .....Francis Hipp
General Manager.....G. Richard Shafto
Managing Director.....Roger A. Shaffer
Commercial Manager.....Guy Vaughan, Jr.
Program Director.....Ed McGrath
Promotion Manager.....Tom Fleming
Chief Engineer.....H. R. Beckholt

WFIG
SUMTER—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WFIG, Inc.
Business-Studio Address...Radio Center Bldg.
Phone Number 1340
Transmitter..1 Mi. E. of Sumter on Hway. 76
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Joseph Hershey McGillvra
President.....Hubert D. Osteen
Gen.-Station Mgr.....T. Doug Youngblood
Commercial Mgr.....William H. Moore, Jr.
Sales Prom. Mgr.....Charles Ballard
Prog. Dir., Chief Announcer.....Paul Reidy
Production Director.....John Sherman
Publicity Director.....Robert Raymond
Chief Engineer.....James L. Williams

WBCU
UNION—1949—MBS

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By...Union Carolina Bcstg. Co.
Phone Number 1200
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Capitol
President.....E. H. Hughes
General Manager.....Milton D. Scarboro
Commercial Manager.....Howard Talbert
Program Director.....Marylin Scruggs
Promotion Manager.....Bill Stribling
Chief Engineer.....Thomas W. Weathers

WALD
WALTERBORO—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Walterboro Bcstg. Co.
Bus.-Studio-Transmitter Address..Ft. Benson St.
Phone Number 3861
News Service .....AP
President.....Hon. R. M. Jefferies
Gen., Sta. Mgr.....Charles A. Thoman
Commercial Manager.....Beulah Glover
Sales Prom. Mgr. Pub. Dir...William Harbeson
Pgm., Prod. Dir.....Hugh Ward, Jr.
Chief Engineer.....Robert Rivers

SOUTH DAKOTA

Estimated Population 649,000—Increase +0.9%—Radio Homes 169,000
Radio Families 173,000—Stations in State 12

KSDN

ABERDEEN—1948—MBS-SO. DAK.

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By...Aberdeen News Co. Radio Station KSDN
Bus.-Studio Address.....12 Third Ave. S.E.
Phone Number 4573-4
Transmitter Location.....3 Mi. S. of town
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Capitol
Representative .....Weed
President.....Henry J. Schmitt
General Manager.....Byron McElligott
Commercial Manager.....Russa Osborne
Program Director.....E. C. Pieplow
Chief Engineer.....George Crocker

KDSJ

DEADWOOD—1946

Frequency: 1450 Kc.....Power: 250 Watts
Business-Studio Address.....City Hall
Owned-Operated By.....Eli & Harry Daniels
Phone Number.....789 LM, 186
Transmitter Location....Boulder Canyon Road
Air Time.....6:30 a.m.-10:05 p.m.
News Service .....UP
Transcription Service.....World, SESAC
Representative.....Thomas F. Clark
General Manager.....Eli Daniels
Station Manager.....Harry Daniels
Commercial Manager.....Claude Lavier
Program Director.....Bill Lynn
Musical Director.....Jim Tyne
Chief Engineer.....Roy Hicks

KIJV

HURON—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..James Valley Bcstg. Co., Inc.
Bus.-Studio Address.....24 Second St. S.E.
Phone Number 765
Transmitter Location.....18th St. & Idaho
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NAB
President, General Mgr.....Max F. Staley
Commercial Manager.....Rex King
Program Director.....Morrison Parker
Chief Engineer.....Roland H. Marty

KORN

MITCHELL—1947—MBS-SO. DAK.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Michell Bcstg. Assn.
Bus.-Studio Address.....217-219 N. Main
Phone Number 621
Transmitter Location....½ Mi. E. of city on Hway. U. S. 16
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
General-Station Mgr.....Raymond V. Eppel
Comm., Sales Prom. Mgr.....B. Harland Ohde
Prog.-Musical Dir.....Raymond Eppel
Chief Announcer.....Marvin Nelles
Chief Engineer.....Robert Taylor

KGFX

PIERRE—1916—KBS

Frequency: 630 Kc.....Power: 200 Watts d.
Owned By.....Estate of Dana McNeil
Operated By.....Ida A. McNeil
Bus.-Studio-Transmitter Address.....203 W. Summit Ave.
Phone Number 2351
Air Time.....9:30 a.m.-sunset
News Service .....UP
Representative .....Continental
Pres., Gen., Sta. Mgr.....Ida A. McNeil
Chief Engineer.....Charles W. Hobbs

KOTA

RAPID CITY—1936—CBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....Black Hills Bcst. Co. of Rapid City
Business Address.....523 Sixth St.
Phone Number 2000-1-2
Studio Address.....Alex, Johnson Hotel
Transmitter Location....5 Mi. S. of Rapid City on Hway. 79
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service...Standard, Associated, Capitol, World
Membership .....NAB, BMB
President, Gen.-Sta. Mgr.....Robert J. Dean
Commercial Manager.....George C. Lindsay
Pgm., Prod. Dir.....Abner H. George
Sales Manager.....Stanley Lieberman
Chief Announcer.....Harlan Horton
Musical Director.....John Simpson
Chief Engineer.....A. E. Griffiths
Farm Editor.....Ed Denslow

KELO

SIOUX FALLS—1937—NBC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midcontinent Bcstg. Co.

Bus.-Studio Address....Kelo Bldg., Phillips at Eighth
Phone Number 6363
Transmitter Location.....S.E. of Sioux Falls
Air Time.....5:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Capitol
Representative.....John E. Pearson
Membership .....NAB, BMB
President, Gen.-Sta. Mgr.....S. Fantle, Jr.
Commercial Manager.....Evans Nord
Sales Prom. Mgr., Pub. Dir....Darlene Nesby
Pgm., Prod. Dir.....Jack Douglas
Chief Announcer.....Dean Montgomery
Musical Director.....Hal Sorenson
Chief Engineer.....Lester Froke
Farm Editor.....Les Harding

KIHO

SIOUX FALLS—1948—MBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By....Big Sioux Bcstg. Co., Inc.
Business-Studio Address....218 So. Main Ave.
Phone Number 912
News Service .....UP
Transcription Service .....World
Representative.....Paul H. Raymer
Co-Mgrs.....James E. Sweet, David J. Kempkes
Commercial Manager.....Fred Davis, Jr.
Program Director.....Fred Schweikher

KISD

SIOUX FALLS—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KISD, Inc.
Bus.-Studio Address.....311 S. Phillips Ave.
Phone Number 1300
Transmitter Location.....Hway. 16 W. of city
Air Time.....6:45 a.m.-M.
News Service .....AP
Transcription Service..Lang-Worth, MacGregor
President.....H. R. Alton
Gen.-Sta.-Sales Prom. Mgr.,
Program Director.....Verl Thomson
Commercial Manager.....Fred Davis, Jr.
Chief Announcer.....John Doyle
Musical Director.....Robert Helgeson
Chief Engineer.....Bruce Brodie

KSOO

SIOUX FALLS—1927

Frequency: 1140 Kc.....Power: 5000 Watts d.
Owned-Oper. By..Sioux Falls Bcst. Assoc., Inc.
Bus.-Studio Address.....317 S. Phillips Ave.
Phone Number 757
Transmitter Location.....W. 12th St.
Air Time .....Daytime
News Service .....AP
Transcription Service....Thesaurus, Standard
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....Morton H. Henkin
V.P., Gen. Mgr.....George R. Hahn
Sales Manager.....Rollie R. Williams
Sales Prom. Mgr., Pub. Dir...George Bill Rohn
Pgm., Prod., Musical Dir.....Ray Loftesness
Chief Engineer.....Max Pierce
Farm Editor.....Eider "Red" Stangland

KWAT

WATERTOWN—1926

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By..Midland Natl. Life Ins. Co.
Address .....Watertown
Phone Number 777
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service.....SESAC, World
Representative .....Orville Lawson
Membership .....NAB
President .....Frank Bramble
General Manager.....Thomas L. Young
Commercial Manager.....Morris Wisott
Sales Prom. Mgr.....Ross E. Case
Pgm., Musical Dir.....Mildred L. Swenson
Production Director.....Doris Daye
Chief Announcer.....Bob Carroll
Chief Engineer.....Francis Alwin
Farm Editor.....Doug Marlow

SOUTH DAKOTA

WHY IS AP THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

SOUTH DAKOTA ASSOCIATED PRESS RADIO ASSOCIATION

Chairman: Morton Henkin—KSOO, Sioux Falls

SOUTH DAKOTA

WNAX

YANKTON—1926—ABC

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Bus.-Studio Address.....2nd & Capitol Sts.
Phone Number 442
Transmitter Location .....Yankton
Air Time.....5:30 a.m.-M.
News Service .....AP, UP
Transcription Service.....Standard, Cole
Representative .....Katz
Membership .....NAB, BMB
President .....Gardner Cowles
V.P., Gen. Mgr.....Robert R. Tincher
Commercial Manager.....Donald D. Sullivan
Promotion Mgr.....Richard T. Harris
Program Director.....Herb Howard
Publicity Director.....Guy DeVaney
Musical Director.....Rex Hays
Chief Engineer.....Clifton M. Todd

TENNESSEE

Estimated Population 3,234,000—Increase +10.9%—Radio Homes 766,000
Radio Families 846,000—Stations in State 53

WLAR

ATHENS—1946—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Athens Bcstg. Co.
Business-Studio Address.....N. Jackson St.
Phone Number 891
Transmitter Location.....Decatur Hway.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
President.....Lowell F. Arterburn
General Manager.....Otis Parker
Program Director.....Bill Tracy
Commercial Manager.....Max Robinette
Pgm. Dir., Chief Anncr.....Jim O'Donnell
Chief Engineer.....T. W. Turner
Farm Editor.....Buell Charles

WOPI

BRISTOL—1929—NBC-SBN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Radiophone Bcstg. Co., WOPI, Inc.
Business-Stuido Address.....310 State St.
Phone Number .....South 3730
Transmitter Location.....Old Abingdon Pike
Air Time.....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service....Lang-Worth, Capitol
Representative .....Burn-Smith
Membership .....BMB, FMA
President, General Mgr.....W. A. Wilson
Comm., Sales Prom. Mgr.....James C. Wilson
Pgm. Dir., Chief Anncr.....Harold Henley
Prod., Musical Dir.....Mike Cady
Publicity Director.....Jane Glavin
Chief Engineer.....Russell V. Robinson

WAGC

CHATTANOOGA—1945—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Tennessee Valley Bcstg. Co.
Business-Studio Address.....Hotel Patten
Phone Number 7-1128
Transmitter Location.....Rossville Blvd.
Air Time.....5:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....William G. Rambeau
General Manager.....Vann Campbell
Comm. Manager.....H. D. Parker
Traffic Director.....June Lewis
Chief Announcer.....Herschel Nation
Musical Director.....Helen Richardson
Chief Engineer.....Charles Stokely

WAPO

CHATTANOOGA—1936—NBC

Frequency: 1150 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....WAPO Bcstg. Service
Business-Studio Address.....Read House
Phone Number 6-6141
Transmitter Location.....Pineville Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NAB, BMB
General Manager.....R. G. Patterson
Comm. Mgr., Pub. Dir.....Helen Patterson
Program Director.....Frances Harley
Chief Engineer.....B. B. Barnes
Farm Editor.....J. D. Cliett

WDEF

CHATTANOOGA—1941—ABC

Frequency: 1370 Kc.....Power: 5000 Watts d., 1000 n.
Owned-Oper. By.....WDEF Bcstg. Co.
Bus.-Studio Address....4th Fl., Volunteer Bldg.
Phone Number 6-5664
Transmitter Location.....Moccasin Bend
Air Time.....5:30 a.m.-M.
News Service .....UP

Transcription Service .....Capitol
Representative .....Branham
President.....Joe W. Engel
Gen., Sta., Comm. Mgr.....Ken Flenniken
Program Director.....Morrie Quave
Chief Announcer.....Luther Masengill
Chief Engineer.....B. C. Baker

W D O D

CHATTANOOGA—1925—CBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDOD Bcstg. Corp.
Bus.-Studio Address.....Hamilton Natl. Bank Bldg.
Phone Number 6-5117
Transmitter Location.....Baylor Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative.....Paul H. Raymer
Pres., Gen., Sta. Mgr.....Earl W. Winger
Commercial Manager.....B. J. Bush
Sales Prom. Mgr., Pub. Dir. Walter H. Stamper, Jr.
Program Director.....Paul H. Wann
Production Director.....Gene Carr
Chief Announcer.....Gaylord McPherson
Musical Director.....George Barnard
Chief Engineer.....W. Roy Owens
Farm Editor.....Bill Wilson

W D X B

CHATTANOOGA—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Joe V. Williams, Jr.
Business-Studio Address.....539 Vine St.
Phone Number 6-1114, 6-4916
Transmitter Location.....1003 Riverside Dr.
Air Time.....6 a.m.-11 p.m.
News Service .....INS
Transcription Service .....World
Representative .....Forjoe
Membership .....NAB
President.....J. V. Williams, Jr.
Gen.-Sta.-Comm. Mgr...Charles H. Gullickson
Program Director.....Frank Beck
Chief Announcer.....Luther Williams
Musical Director.....William Palmer
Chief Engineer.....Byron E. Fincher

W J Z M

CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Campbell & Sheftall
Operated By.....E. T. Campbell
Business-Studio Address.....411 Madison St.
Phone Number 2295-6
Transmitter Location.....Martin St.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Capitol, World, KBS
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....E. T. Campbell
Comm., Sales Prom. Mgr.....Joseph R. Fife
Program-Production Dir.....Clay Cline, Jr.
Chief Engineer.....John H. Bailey

W B A C

CLEVELAND—1945—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Robert W. Rounsaville
Business-Studio Address.....Central Ave.
Phone Number 62
Transmitter Location.....Chattanooga Hway.
Air Time.....6:30 a.m.-10:30 p.m.
News Service .....UP
Membership .....NAB
Owner.....R. W. Rounsaville
Comptroller.....S. A. Wade
Station Manager.....Thad F. Fitch
Commercial Manager.....William Huddleston
Program Director.....Harry Sullivan
Chief Engineer.....William D. Stuart
Technical Director.....H. D. Price

W K R M

COLUMBIA—1946—MBS-KBS-TVB

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Middle Tennessee Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address..P. O. Box 71
Phone Number 1340-1
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Capitol
Membership .....NAB, BMB
Pres., Gen.-Sta.-Comm. Mgr...R. M. McKay, Jr.
Pgm., Prod., Pub. Dir.....Albert Knott
Chief Announcer.....Wally Beecham
Chief Engineer.....Revis Hobbs
Farm Editor.....C. R. Baker

W H U B

COOKEVILLE—1940—CBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WHUB, Inc.
Bus.-Studio Address.....315 E. Spring St.
Phone Number 200
Transmitter Location.....807 Hickory St.
Air Time.....6 a:m:-11:05 p.m.
News Service .....UP
Representative.....Continental Radio Sales
Membership .....NAB, BMB
Pres., Gen.-Comm. Mgr.....M. L. Medley
Sta. Mgr., Prog. Dir.....Joe Mabry
Sales Prom. Mgr., Pub. Dir.....Stacy Mott
Musical Director.....Thomas W. Harris
Chief Engineer.....George W. Daughtery

WDSG

DYERSBURG—1946
MBS-KBS-MID-SOUTH-DIXIE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..State Gazette Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address.....Box 58
Phone Number 77
Air Time.....6 a.m.-11 p.m.
News Service .....AP
President.....Russel M. D. Bruce
General Manager.....Frank Armstrong
Commercial Manager.....Charles R. Bowen
Program Director.....Leo Anderson
Chief Announcer.....Gene Ayres
Chief Engineer.....C. W. Morrow

WBEJ

ELIZABETHTON—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Elizabethton Bcstg. Co.
(R. W. Rounsaville & Geo. M. Clark)
Business-Studio Address.....Elk Ave.
Phone Number 1241
Transmitter Location.....State Line Rd.
Air Time.....6:30 a.m.-10:30 p.m.
News Service .....UP
Senior Partner.....R. W. Rounsaville
General Manager.....Thad F. Fitch
Station Manager.....William R. Wagner
Comptroller.....S. A. Wade
Sales Prom. Mgr.....James Cox
Program Director.....Bill Stone
Chief Engineer....Martin Condon Bowers, Jr.
Technical Supervisors.....H. G. Price

WEKR

FAYETTEVILLE—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Elk River Bcstrs., Inc.
Business-Studio Address.....Box 625
Phone Number 1240
Transmitter .....1 Mi. W. of City, Hiway 64
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Pres., Gen. Mgr.....A. D. Smith, Jr.
Sta., Comm., Sales Prom. Mgr...Hollis Carlton
Pgm., Prod., Pub. Dir.....Edward K. Chapman
Chief Announcer.....Ralph Mann
Chief Engineer.....Ernest Tucker

WHIN

GALLATIN—1948

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sumner County Bcstg. Co.
Address .....Box 28
Phone Number 1010
Air Time.....Local sunrise-sunset
News Service .....UP
Transcription Service .....Capitol
President.....A. B. Perkins
Gen., Comm. Mgr.....Charles W. Brewer
Program Director.....Weston Britt
Chief Engineer.....Howard Woodard

WGRV

GREENEVILLE—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Greeneville, Inc.
Address.....Radio Center, Depor St.
Phone Number 797
Air Time .....Unlimited
News Service .....UP
Pres., Gen. Mgr.....Paul Metcalfe
Comm., Prom. Mgr.....Hugh Pickel
Program Director.....Tom Lyons
Chief Engineer.....Laile Hampton

WHBT

HARRIMAN—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....The Harriman Bcstg. Co., Inc.
Bus.-Studio Address.....Crescent & Devonia
Phone Number 850
Transmitter Location.....Margrave St.
Air Time.....6 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....SESAC
Representative .....Continental
Membership .....NAB
Pres., Gen., Sta. Mgr.....F. L. Crowder
Sales Prom. Mgr., Pgm., Prod. Dir.
John Fielder
Musical Director.....Burrel Henry
Chief Engineer.....Kenneth Hargis

WIRJ

HUMBOLDT—1949—MID-SOUTH

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By..Gibson County Bcstg. Co., Inc.
Address.....210 N. 22nd Ave.
Phone Number 740
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
Partners.....J. F. Warmath, T. N. Hobbs
Commercial Manager.....Guy Powell
Gen. Mgr., Pgm. Dir.....Howard E. Byrum
Chief Engineer.....Charles Brown

WDXI

JACKSON—1948—DIXIE-MBS

Frequency: 1310 Kc.....Power: 5000 Watts d., 1000 n.
Owned-Operated By.....Dixie Bcstg. Co.
Business-Studio Address.....Williams Bldg.

Phone Number 7-9611
Transmitter Location.....2 Mi. N. Hiway 45
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Capitol
Representative .....Burn-Smith
Membership .....NAB
Pres., Gen. Mgr.....Aaron B. Robinson
Station Manager.....Bill Winsett
Commercial Manager.....Jack M. Cecil
Sales Prom. Mgr.....Jack Murphy
Program Director.....James W. Hoppers
Production Director.....Bob Dettmer
Publicity Director.....Dave Banks
Musical Director.....Douglas Biggs
Chief Engineer.....James S. Thomas
Farm Editor.....Tom J. Williams

WPLI

JACKSON—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...George Arthur Smith
Address.....First Natl. Bank Bldg.
Phone Number 7-8541
Air Time .....Unlimited
News Service .....UP
Transcription Service.Associated, Lang-Worth
Representative .....McGillvra
Gen., Prom. Mgr.....W. E. Williams

WTJS

JACKSON—1931—ABC-MID-SOUTH

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Sun Publishing Co.
Bus.-Studio Address..104-106 W. Baltimore St.
Phone Number 7-3316
Transmitter Location.....Bemis Hway.
Air Time.....6 a.m.-M.
News Service .....AP, UP
Transcription Service .....World
Representative .....Branham
Membership.....NAB, BMB, FMA
General Manager.....Albert A. Stone
Station Manager.....Frank S. Proctor
Asst. Manager.....Leslie R. Brooks, Jr.
Studio Director.....Sam D. Lollar
Musical Director.....James Allen
Chief Engineer.....Robert M. Gordon

WETB

JOHNSON CITY—1947—LIBERTY

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....E. Tennessee Bcstg. Co.
Business Address.....Press Bldg.
Phone Number 2993
Studio-Transmitter Location.....Erwin Hiway
Air Time .....Sunrise-sunset

TENNESSEE

WHY IS AP THE BEST?

BECAUSE—AP is more experienced than any other news service . . . more than 100 years collecting and distributing news.

TENNESSEE ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

President: Harry Stone—WSM, Nashville

Vice-Presidents: Leslie R. Brooks—WTJS, Jackson
Cliff Goodman—WETB, Johnson City

TENNESSEE

News Service ..... AP
Transcription Service ..... World
Membership ..... NAB, BMB
President ..... Carl A. Jones, Jr.
Station Manager ..... Cliff Goodman
Program Director ..... Berney Burleson
Chief Engineer ..... E. B. Jones

WJHL

JOHNSON CITY—1938—ABC

Frequency: 910 Kc. ..... Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By ..... WJHL, Inc.
Business-Studio Address .... 143 W. Main St.
Phone Number 2780
Transmitter ..... Bristol-Kingsport Hway.
Air Time ..... 6 a.m.-M.
News Service ..... AP, UP
Transcription Service ..... Lang-Worth
Representative ..... John E. Pearson
Membership ..... NAB, BMB
President ..... W. H. Lancaster
Sta., Comm. Mgr. ..... Ray D. Williams
Sales Prom. Mgr., Pub. Dir. ..... Ken Matthews
Pgm., Prod., Musical Dir. ..... Walter Heeb
Chief Announcer ..... Ed Cowell
Chief Engineer ..... O. K. Garland
Farm Editor ..... Raymond Rosson

WKPT

KINGSPORT—1940—NBC

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Kingsport Bcstg. Co., Inc.
Business-Studio Address .... 222 Commerce St.
Phone Number 2870
News Service ..... AP
Representative ..... Donald Cooke
President ..... C. P. Edwards, Jr.
General Manager ..... A. F. Martin
Commercial Mgr. ..... Phil Weaver
Program Director ..... Paul Overbay
Chief Engineer ..... Thomas Phillips

WBIR

KNOXVILLE—1941—ABC

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Radio Station WBIR, Inc.
Business-Studio Address ..... 618 S. Gay St.
Phone Number 4-3321
Transmitter Location .... Painter & Concord Sts.
Air Time ..... 5 a.m.-M.
News Service ..... UP
Transcription Service ..... Standard
Representative ..... Bolling
Membership ..... NAB, BMB
President ..... Gilmore N. Nunn
Gen.-Sta.-Sales Prom. Mgr. ..... John P. Hart
Commercial Manager ..... James A. Dick
Prog.-Prod.-Pub. Dir., Chief Announcer ..... Tys Terwey
Musical Director ..... W. R. Johnston, Jr.
Chief Engineer ..... J. Rex Horton

WIBK

KNOXVILLE—1947—KBS

Frequency: 800 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By .. Independent Bcstg. Co., Inc.
Business-Studio Address .... 406 W. Church St.
Phone Number 4-9866
Transmitter Location ..... Rouse Hill
Air Time ..... Sunrise-sunset
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... Donald Cooke
Membership ..... NAB
President ..... J. Harold Smith
General-Station Mgr. ..... Marvin I. Thompson
Program Director ..... Walter Martin
Chief Engineer ..... T. E. Hooper

WKGN

KNOXVILLE—1947—MBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... WKGN Bcstg. Co.
Bus.-Studio Address ..... Atop the Park Natl. Bank Bldg.
Phone Number 4-0766
Transmtiter Location ..... 2166 Ailor Ave. at L. & N. R. R.
Air Time ..... 6 a.m.-M.
News Service ..... AP
Transcription Service ..... Lang-Worth, Capitol
Representative ..... Forjoe
Membership ..... NAB
Pres., Gen. Sta. Mgr. .... Clarence Beaman, Jr.
Comm., Sales Prom. Mgr. .. C. R. "Dick" Watts
Pgm., Prod. Dir., Chief Anncr. .... Roy H. Bass
Publicity Director ..... Bill Sorrell
Chief Engineer ..... Milton L. Jones

WNOX

KNOXVILLE—1921—CBS

Frequency: 990 Kc. ..... Power: 10,000 Watts
Owned-Oper. By .. Scripps-Howard Radio, Inc.
Business-Studio Address .... 110-112 S. Gay St.
Phone Number 3-3171
Transmitter Location .. Anderson Rd. nr. Beverly
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... Standard
Representative ..... Branham
President ..... Jack R. Howard

Gen.-Station Mgr.....R. B. Westergaard
Comm.-Sales Prom. Mgr.....O. L. Smith
Program-Production Dir.....C. A. McMahon
Publicity Director.....Para Lee Brock
Chief Announcer.....Lowell Blanchard
Musical Director.....Jerry Collins
Chief Engineer.....Ray Evans
Farm Editor.....Cliff Allen

WROL

KNOXVILLE—1927—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Stuart Bcstg. Co.
Business-Studio Address.....531 S. Gay St.
Phone Number 2-7111
Transmitter Location.....Holston Hills
Air Time..... 5a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel, Cummins
Gen., Sta. Mgr.....S. E. Adcock
Comm., Sales Prom. Mgr.....W. H. Linebaugh
Pgm., Prod. Pub. Dir.....J. H. Reese
Chief Announcer.....Allen Stout
Musical Director.....Harry Nides
Chief Engineer.....Fred Andrews

WCOR

LEBANON—1949

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Operated By...Lebanon Bcstg. Co., Inc.
Address.....106½ Cumberland St.
Phone Number 1540
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
Pres., Gen. Mgr.....Warren G. Gilpin
Commercial Manager.....Roy E. Wood, Jr.
Program Director.....Roy C. Crocker

WJJM

LEWISBURG—1947—ABS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Estate of James J. Murray
Address .....East Hill
Phone Number 780
Air Time .....Unlimited
Representative .....Continental
Membership .....NAB, BMB
Owners.....Martha, Ida, Lillie Murray
General Manager.....Lewis D. Lingner
Commercial Manager.....Harold Twitty
Program Director.....Allen D. Walker
Chief Engineer.....J. E. Sowell

WGAP

MARYVILLE—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....V. H. McLean, George R. Dempster
Operated By.....F. H. Corbett
Bus.-Studio Address....503 Blount Natl. Bank Bldg.
Phone Number 2490-1
Transmitter Location.....Louisville Pike
Air Time.....5 a.m.-11 p.m.
News Service .....UP
Transcription Service...Lang-Worth, Keystone
Gen. Mgr., Prog. Dir.....F. H. Corbett
Sales Prom. Manager.....Tom Beam
Chief Engineer.....Curtis Lamarr
Farm Editor.....David Lynn

WDIA

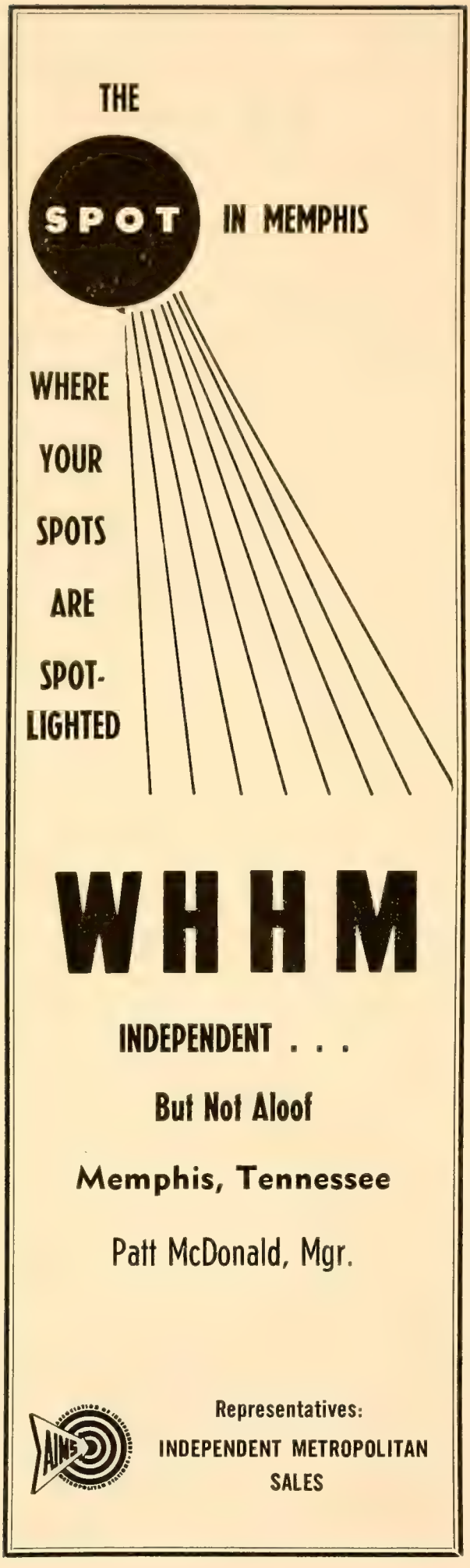
MEMPHIS—1947

Frequency: 730 Kc.....Power: 250 Watts d.
Owned By.....Bluff City Bcstg. Co.
Operated By.....John Pepper, Bert Ferguson
Business-Studio Address.....2074 Union Ave.
Phone Number 36-2703
Transmitter Location.....1125 University
Air Time .....Daytime
News Service .....UP
Representative.....John E. Pearson
Membership .....NAB, BMB
Gen., Sta. Mgr.....Bert Ferguson
Commercial Manager.....Harold F. Walker
Program Director.....Don Kern
Production Director.....Christine Cooper
Chief Engineer.....Bob Sassaman
Farm Editor.....Ernest Brazzle

WHBQ

MEMPHIS—1925—MBS

Frequency: 560 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Harding College, Searcy, Ark.
Bus.-Studio Address.....Hotel Gayoso
Phone Number 8-6868
Transmitter Location.....Circle Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Associated
Representative.....Weed & Co.
Membership .....NAB, BMB
Pres. (Harding College)....Dr. George Benson
Gen., Sta. Mgr.....John Cleghorn
Comm., Sales Prom. Mgr.....Bill Grumbles
Pgm., Prod. Dir.....Gordon Lawhead
Publicity Director.....Betty Faquin
Chief Announcer.....Lee McEachern
Chief Engineer.....Welton Roy



• • • TENNESSEE • • •

WHHM

MEMPHIS—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Mid-South Bcstg. Corp.
Business-Studio Address.....Sterick Bldg.
Phone Number 37-4422
Air Time .....Unlimited
News Service .....AP
Transcription Service....Lang-Worth, Capitol
Representative .....IMS
Membership .....NAB
President.....P. E. Furlow
Gen., Sta. Mgr.....Patt McDonald
Commercial Manager.....Don J. Lynch
Sales Promotion Mgr.....Norton Rosengarten
Pgm., Prod., Pub. Dir.....Allan Avery
Chief Announcer.....Kenny Sargent
Musical Director.....John Swinney
Chief Engineer.....William Marsh

WMC

MEMPHIS—1923—NBC
SOUTHCENTRAL QUALITY

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Memphis Publishing Co.
Bus.-Studio Address..Goodwyn Institute Bldg.
Phone Number 8-7464
Transmitter Location .....Memphis
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Thesaurus, SESAC, Lang-Worth
Representative .....Branham
Membership .....NAB, BMB
President .....Enoch Brown
Gen., Sta. Mgr.....H. W. Slavick
Commercial Mgr.....J. C. Eggleston
Program Director.....Wilson Mount
Production Director.....W. R. Brazzil
Publicity Director.....Walter E. Frase
Chief Announcer.....Charles B. Sullivan
Musical Director.....Robert Horsley
Chief Engineer.....E. C. Frase, Jr.
Farm Editor.....Walter Durham

WMPS

MEMPHIS—1925—ABC

Frequency: 680 Kc....Power: 10,000 Watts d.; 5000 Watts n.
Owned-Operated By.....WMPS, Inc.
Business-Studio Address.....Radio Center
Phone Number 5-2663
Transmitter Location.....N. Benjestown Rd.
Air Time .....Unlimited
News Service .....AP, UP
Transcription Service.....Standard, Cole, Lang-Worth
Representative .....Radio Representatives
Membership .....NAB, BMB
V.P., Gen. Mgr.....Harold R. Krelstein
Commercial Manager.....Harold F. Walker
Sales Prom. Manager.....W. B. Rudner

Program Director.....George Faulder
Production Director.....Bob Neal
Musical Director.....Fred Christensen
Chief Engineer.....J. E. Deaderick

WREC

MEMPHIS—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....WREC Bcstg. Service
Business-Studio Address.....Hotel Peabody
Phone Number 5-1313
Air Time .....Unlimited
Representative .....Katz
Membership .....NAB, BMB
Owner, General Manager....Hoyt B. Wooten
Commercial Manager.....Hollis R. Wooten

WMMT

McMINNVILLE—1947—MBS-TVB KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..McMinnville Bcstg. Co., Inc.
Address.....P. O. Box 409
Phone Number 401
Air Time.....Unlimited
News Service .....UP
Transcription Service .....World
Membership .....NAB
President.....Dr. Sam J. Albritton
General Manager.....Royce Richards
Commercial Manager.....Roy E. Wood
Commercial Manager.....Winston Clark
Program Director.....Ernest Richards
Promotion Manager.....Henry Trent
Chief Engineer.....Walter A. Duke

WCRK

MORRISTOWN—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Cherokee Bcstg. Corp.
Bus.-Studio-Transmitter Address...Brown Ave.
Phone Number 1450
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Hal Holman
Membership .....NAB
President.....Herbert S. Walters
Gen., Comm. Mgr.....Howell Ashford
Program Director.....William P. Moore
Chief Engineer.....James R. Redden

WGNS

MURFREESBORO—1947—MBS-TVB

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WGNS, Inc.
Business-Studio Address.....N. Church
Phone Number 1450
Transmitter Location.....S. Church
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Hal Holman
Membership .....NAB
Pres., General Mgr.....C. N. Elrod, Jr.
Commercial Manager.....Neil Lancaster
Sales Prom. Mgr., Pub. Dir.....Ray Duffy
Program Director.....Jim Tate
Prod., Musical Dir.....Martha Tribble
Chief Announcer.....John Hood
Chief Engineer.....Charlie Freeman
Farm Editor.....Pete Callis

WKDA

NASHVILLE—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Co.
Bus.-Studio Address.....American Natl. Bank Bldg.
Phone Number 4-0511
Transmitter Location..2nd Ave. & Peabody St.
Air Time.....5 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Capitol, Lang-Worth
Representative .....Forjoe
Membership .....NAB, BMB
Owners:.....T. B. Baker, Jr. & A. G. Beaman
General Manager.....T. B. Baker, Jr.
Commercial Manager.....Robert E. Cooper
Program Director.....James E. McKinney
Chief Engineer.....Oscar C. Griffin, Jr.

WLAC

NASHVILLE—1926—CBS

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WLAC Bcstg. Service
Bus.-Studio Address....Third Natl. Bank Bldg.
Phone Number 6-0161
Transmitter Location.....Old Hickory Blvd.
Air Time.....5 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative.....Paul H. Raymer
Membership .....NAB, BMB
Owner.....J. T. Ward
General Manager.....F. C. Sowell
Sales Manager.....E. G. Blackman
Prog.-Prod. Dir., Chief Announcer .....Paul Oliphant
Publicity Director.....Robert S. Larimer
Musical Director.....Fred Murff
Chief Engineer.....F. D. Binns

WMAK

NASHVILLE—1948—MBS-LIBERTY

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By...Volunteer State Bcstg. Co., Inc.
Address .....Maxwell House
Phone Number 4-3411
Air Time .....Unlimited

News Service ..... UP
Transcription Service ..... Thesaurus
Representative ..... Weed
President ..... Frank W. Mayborn
Vice-President ..... Frank M. Farris
Sta., Comm. Mgr. ..... Walter P. Speight, Jr.
Promotion Manager ..... Ed Jones
Pgm. Dir., Chief Engr. ..... Shelton Weaver

WSIX

NASHVILLE—1927—ABC

Frequency: 980 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... WSIX Bcstg. Sta.
Address ..... Nashville Trust Bldg.
Phone Number 5-5431
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Katz
Membership ..... NAB, BMB, FMA
Co-Owners ..... Jack M., Louis R. Draughon
General Manager ..... Jack M. Draughon
Commercial Director ..... E. S. Tanner
Program Director ..... Ottis Roush
Promotion Manager ..... Hillard Brown
Chief Engineer ..... Charles R. Duke

WSM

NASHVILLE—1925—NBC

Frequency: 650 Kc. ..... Power: 50,000 Watts
Owned By ..... Natl. Life & Accident Ins. Co.
Operated By ..... WSM, Inc.
Bus.-Studio Address ..... 301 7th Ave. N.
Phone Number 6-7181
Transmitter Location ..... 12 Mi. in the country
Air Time ..... Unlimited
News Service ..... AP, INS
Transcription Service ..... AMP, Thesaurus
Representative ..... Edward Petry
Membership ..... NAB, BMB
President ..... John H. DeWitt, Jr.
V.P., Gen.-Station Mgr. ..... Harry Stone
Commercial Manager ..... Irving C. Waugh
Sales Prom. Mgr., Pub. Dir. ..... Tom Stewart
Program-Production Director ..... Jack Stapp
Chief Announcer ..... Ottis Devine
Musical Direcs. .. Beasley Smith, Owen Bradley
Chief Engineer ..... George A. Reynolds
Farm Editor ..... John McDonald

WATO

OAK RIDGE—1948—MBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... WATO, Inc.
Address ..... Municipal Market Bldg.
Phone Number ..... Oak Ridge 5-3535
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... Standard
Representative ..... Burn-Smith
Membership ..... NAB
Gen., Sta. Mgr. ..... Marshall H. Pengra
Comm., Sales Prom. Mgr. ... Harry C. Weaver
Pgm. Dir., Chief Anncr. ..... Arthur J. Metzler
Chief Engineer ..... Marvin L. Paul

WTPR

PARIS—1947—TENN. VOLUNTEER
KBS-MID-SOUTH-DIXIE

Frequency: 710 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Kentucky Lake Bcstg. System, Inc.
Bus.-Studio Address ..... 100½ N. Market St.
Phone Number 1700-1
Transmitter Location ..... Clipty Rd.
Air Time ..... Sunrise-sunset
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... Hal Holman
Membership ..... NAB
President ..... Dr. Elroy Scruggs
Gen., Sta., Comm. Mgr. .. Parkman R. Freezer
Pgm., Prod., Pub. Dir. ..... Lorenzo M. Smith
Chief Anncr., Musical Dir. ... Kenneth M. Klyce
Chief Engineer ..... Charles W. Jones
Farm Editor ..... Pete Linton

WKSR

PULASKI—1946—MBS
ALA.-TENN. TOBACCO

Frequency: 730 Kc. ..... Power: 250 Watts d.
Owned-Operated By ..... Pulaski Bcstg. Co.
Business-Studio Address ..... Radio Center
Phone Number 1066-7
Transmitter Location ..... Hiway 46-W
Air Time ..... Daytime
News Service ..... UP
Membership ..... NAB
Senior Partner ..... John R. Crowder
Gen. Mgr. & Jr. Partner .. W. E. (Bill) Williams
Comm., Sales Prom. Mgr. ..... Carl Tatum
Program Director ..... Corky Hoover
Chief Engineer ..... Richard Spruill
Farm Editor ..... Bill Williams

WHAL

SHELBYVILLE—1946—MBS
VOLUNTEER

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Shelbyville Bcstg. Co., Inc.
Business Address ..... Box 241
Phone Number 1400
Studio Address ..... Public Square
Transmitter Location ..... Lewisburg Pike
Air Time ..... 6 a.m.-11 p.m.
News Service ..... UP
President ..... Harvard Smith
General-Station Mgr. ..... Charles Christian
Pgm., Prod. Pub. Dir. ..... Jean Carroll
Musical Director ..... Teddy Barnes
Chief Engineer ..... Tim Marsh
Farm Editor ..... Sam B. Stanfill

WJIG

TULLAHOMA—1947—TVN-KBS

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Tri-Cities Bcstg. Co.
Business Address.....Box 1417
Phone Number 2607-8
Studio-Transmitter Location.....West End Dr.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Lang-Worth, Capitol
Pres., Gen. Mgr.....Raymond L. Prescott, Jr.
Station Manager.....C. Roy Morris
Comm., Sales Prom. Mgr.....David Welborn
Prod., Pgm. Dir.....Roy Morris
Chief Engineer.....Carl Spraggins
Musical Dir., Farm Editor.....Lee Maione

WENK

UNION CITY—1946—MBS-DIXIE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Union City Bcstg. Co.
Bus.-Studio Address..First & Washington Sts.
Phone Number 1240-1
Transmitter Location.....Edge of city limits, Hway. 51
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NAB
Pres., General Mgr.....Aaron B. Robinson
Station Manager.....Louis C. Wrather
Commercial Manager.....David J. Capps
Sales Prom. Mgr.....E. A. Kallenberg
Prod. Dir., Chief Anncr.....Jack A. Dill
Program Director.....Lee Burnette
Musical Director.....Hoyt White
Chief Engineer.....James Thomas
Farm Editor.....Tom Garth

WCDT

WINCHESTER—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Arthur D. Smith, Jr.
Address.....P. O. Box 1103
Phone Number 2201
Air Time .....Unlimited
News Service .....UP
Transcription Service .....SESAC
Pres., Gen., Prom. Mgr...Arthur D. Smith, Jr.
Program Director.....Joe Donaldson
Commercial Manager.....Joe Brewer
Chief Engineer.....Frank Spencer

TEXAS

Estimated Population 7,532,000—Increase +17.4%—Radio Homes 2,032,000
Radio Families 2,154,000—Stations in State 170

KRBC

ABILENE—1936—ABC

Frequency: 1470 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Reporter Bcstg. Co.
Business Address.....Box 178
Phone Number.....6255, 2-1608
Studio Address.....Windsor Hotel
Transmitter Location.....Old Anson Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Capitol
Representative.....John E. Pearson
Membership .....BMB, FMA
President.....Mrs. Eva M. Hawks
General-Station Mgr.....Howard Barrett
Comm. Mgrs...Bro Mingus (Local); Forest Lane (National)
Sales Prom. Manager.....Forest Lane
Chief Engineer.....J. B. Casey
Farm Editor.....Ray Sundy

KWKC

ABILENE—1948—MBS-LONE STAR

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Citizens Bcstg. Co.
Bus.-Studio Address.....25th & Butternut Sts.
Phone Number 7287
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World
Representative .....Taylor-Borroff
President.....W. P. Wright
General-Commercial Manager.....A. C. Etter
Program Director.....Leonard Johnson
Promotion Manager.....Duane Ramsey
Chief Engineer.....Lewis Fisher

KBKI

ALICE—1946

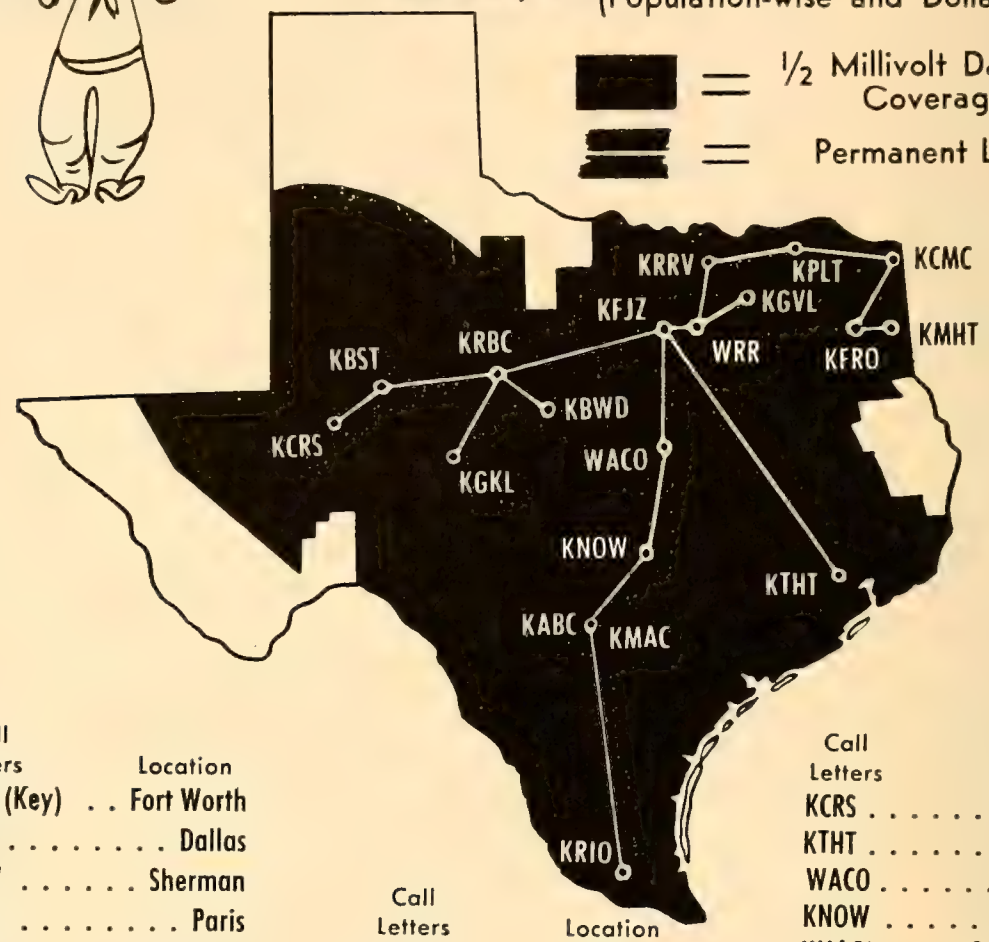
Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Alice Bcstg. Co.
Business Address.....Box 731
Phone Number 2070
Studio Address.....65 Johnson St.
Transmitter Location.....Hiway 281
News Service .....AP
Transcription Service .....Capitol
Representative .....Donald Cook
President.....E. G. Lloyd, Jr.
Gen., Sta. Mgr.. .....A. C. Lloyd, Jr.
Commercial Manager.....D. C. Houston
Sales Prom. Mgr.....Nat Watson

We're Sorry!

All We Can Deliver Is 90% of Texas

(Population-wise and Dollar-wise)





Call Letters	Location
KFJZ (Key)	Fort Worth
WRR	Dallas
KRRV	Sherman
KPLT	Paris
KCMC	Texarkana
KFRO	Longview
KMHT	Marshall
KGVL	Greenville

Call Letters	Location
KRBC	Abilene
KBWD	Brownwood
KGKL	San Angelo
KBST	Big Spring

Call Letters	Location
KCRS	Midland
KTHT	Houston
WACO	Waco
KNOW	Austin
KMAC*	San Antonio
KABC*	San Antonio
KRIO	McAllen

*Only one San Antonio Station to be used.

TEXAS STATE NETWORK

1201 W. LANCASTER FORT WORTH, TEXAS

NATIONAL REPRESENTATIVES: WEED & COMPANY

New York • Detroit • Boston • Chicago • Atlanta • Hollywood • San Francisco

Pgm., Prod. Dir.....J. Allen Frye
Chief Announcer .....Bill Peak
Chief Engineer.....Leon Smith
Farm Editor.. .....Cliff DuBose

KVLF

ALPINE—1947—MBS-S.W.-TSN
CACTUS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Big Bend Bcstrs.
Business Address.....P. O. Box 779
Phone Number 37
Studio-Transmitter .....Kokernot Field
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....Taylor Borroff
Membership .....NAB
President.....Barney H. Hubbs
General Manager.....Jack Hawkins
Station Manager.....Charles Van Grundy
Commercial Mgr.....Gene Hendryx
Program Director.....Elaine Parker
Chief Engineer.... .....Steve Horvath

KAMQ

AMARILLO—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Top of Texas Bcstg. Co.
Business-Studio Address.....1301 Polk St.
Phone Number 2-6543
Transmitter Location.....E. on Hway. 287
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
Membership .....BMB
President.....Walter G. Russell
Gen., Sta. Mgr.....Robert D. Houck
Comm., Sales Prom. Mgr.....J. L. Adams
Chief Announcer, Farm Editor.....Ken Duke
Chief Anncr., Pgm., Musical Dir.....Tom Hipps
Chief Engineer.....Stewart Parson
Farm Editor..... .....Wayne Johnston

KFDA

AMARILLO—1939—ABC

Frequency: 1440 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By..Amarillo Bcstg. Corp., Inc.
Business-Studio Address.....109 E. 5th St.
Phone Number 5343
Transmitter Location.....Belaire Pk.
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service.....World, Capitol
Representative.....John E. Pearson
Membership .....BMB
President .....Gilmore Nunn
General Manager.....Howard Roberson
Commercial Manager.....Bill Fairley
Program Director..... ...Ray Whitworth
Publicity Director.....Joe Bob Cable
Musical Director.....Ralph Newton
Chief Engineer.....Noel Luddy
Farm Editor.....Pat Flynn

KGNC

AMARILLO—1935
NBC-LONE STAR

Frequency: 710 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Plains Radio Bcstg. Co.
Bus.-Studio Address.....Radio Bldg., 8th & Harrison
Phone Number 4242
Transmitter Location.....Wilton-Switch
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....Cole, Lang-Worth
Representative .....Taylor-Borroff
Membership.....NAB, BMB, FMA
President .....Gene Howe
Exec. Gen. Mgr.....O. L. Ted Taylo
General Manager.....Aubrey Jackson
Local Sales Director.....Tom Kritse
Prom., Pgm. Dir.....Bob Watson
Business Manager.....Calvin Handy
Musical Director.....Bernie Howell
Chief Engineer.....William H. Torrey
Farm Editor.....J .B. Linn

KLYN

AMARILLO—1947—CBS

Frequency: 940 Kc.....Power: 1000 Watts
Owned.-Operated By.Plains Empire Bcstg. Co.
Address.....1014 W. 7th Ave.
Phone Number 2-6773
Air Time .....Unlimited
Representative .....Blair
General Manager.....Carl Benefiel
Commercial Manager.....Lee Biggs

KBUD

ATHENS—1948

Frequency: 1410 Kc.....Power: 250 Watts d.
Owned-Oper. By..Henderson County Bcstg. Co.
Business Address.....Box 309
Phone Number 650
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Pres., Gen. Mgr., Chief Engr....J. B. McNutt, Jr.

KNOW

AUSTIN—1926—ABC-TSN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Pioneer Bcstg. Co., Inc.
Bus.-Studio Address....520 Capital Natl. Bank Bldg.
Phone Number 2-6213
Transmitter Location.....First & Tillery Sts.

Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Capitol
Representative .....Pearson
Membership .....NAB
President.....Wendell W. Mayes
Station Manager.....Louis R. Cook
Program Director.....Warren M. Beaman
Chief Engineer.....James E. Lewis

K T B C

AUSTIN—1939—CBS-LONE STAR

Frequency: 590 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Texas Bcstg. Corp.
Bus.-Studio Address.....Brown Bldg. (P. O. Box 717)
Phone Number 2-2424
Transmitter Location.....Manchaca Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Taylor-Borroff
President.....Claudia T. Johnson
V.P., Gen.-Comm. Mgr.....J. C. Kellam
Sales Manager.....Sam Plyler
Program Director.....Richard S. Pryor
Publicity Director.....Harvey O. Payne
Musical Director.....Jane Holt Thomas
Chief Engineer.....A. B. Hearn
Farm Editor.....Reece Turner

K T X N

AUSTIN—1948

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio KTXN, Inc.
Address.....309 W. 21st St.
Phone Number 7-4476
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NAB
Pres., Gen., Comm. Mgr.....Thomas G. Harris
Chief Engineer.....Kerns H. Powers

K V E T

AUSTIN—1946—MBS-LIBERTY

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Austin Bcstg. Co., Inc.
Business-Studio Address.....113 W. Eighth St.
Phone Number 8-8521
Transmitter Location.....Bull Creek Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Forjoe, Paul Girard
President.....John B. Connally
General-Station Mgr.....Willard Deason
Commercial Manager.....Charles Howell
Pgm., Prod. Dir.....Dave Smith
Chief Engineer.....Alfred W. Scharath

K R U N

BALLINGER—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Runnels County Bcstg. Co.
Address .....Zappe Bldg.
Phone Number 3151-3161
Air Time.....6 a.m.-10:15 p.m.
News Service .....AP
Transcription Service.....Standard, SESAC
President, General Mgr.....R. E. Bruce
Comm., Sales Prom. Mgr.....R. F. McGarvey
Chief Engineer.....W. C. Kelley

K I O X

BAY CITY—1947—MBS-KBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bay City Bcstg. Co.
Business Address.....P. O. Box 1391
Phone Number 642-3
Studio-Transmitter Location...State Hiway 35
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Capitol
Representative .....Paul Girard
General Manager.....J. G. Long
Comm., Sales Prom. Mgr.....John Miller
Prod. Dir., Chief Anncr.....Hal Ewing
Program Director.....LaVerne Ewing
Chief Engineer.....Glenn R. Ellis

K R C T

BAYTOWN—1947—KBS

Frequency: 650 Kc.....Power: 250 Watts d.
Owned-Operated By.....Bay Bcstg. Co.
Address .....Box 629
Phone Number 1650
News Service .....AP
President.....C. Q. Alexander
Vice President.....O. J. Howell
General Manager.....E. H. Keown
Commercial Mgrs.....Sylvia McKinstry, Bill Lyons
Chief Engineer.....Emilio Rodriguez, Jr.

K R E L

BAYTOWN—1947—DIXIE-LIBERTY

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-Cities Bcstg. Co.
Business Address.....P. O. Box 419
Phone Number 1360
Studio-Transmitter Location.....Decker Dr.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Membership .....NAB, BMB
President .....Robert Matherne
Gen., Sta. Mgr.....William M. Lightfoot
Program Director.....Robert T. Nolan
Production Director.....Norma Ruth Metz
Chief Engineer.....Marvin Daugherty

KFDM
BEAUMONT—1924
ABC-LONE STAR

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By .....Beaumont Bcstg. Corp.
Business-Studio Address....1420 Calder Ave.
Phone Number 2-7758
Transmitter Location..2 Mi. N. of Bridge City
Air Time .....Unlimited
News Service .....UP
Transcription Service...Lang-Worth, Standard
Representative.....Free & Peters
Membership .....NAB, BMB
President.....D. A. Cannan
Gen., Sta., Comm. Mgr.....C. B. Locke
Sales Prom. Mgr.....Helen Caldwell
Program Director.....Dave Russell
Prod.-Musical Dir.....Conrad Bering, Jr.
Publicity Director.....Ralph Ramos
Chief Engineer.....S. Harold Jones

KPBX
BEAUMONT—1947—LIBERTY

Frequency: 1380 Kc....Power: 1000 Watts d.
Owned By.....KPBX Bcstg. Co., Inc.
Operated By.....D. K. Maxted
Bus.-Studio Address.....New Crosby Hotel
Phone Number 2-0201
Transmitter Location.....4945 Fannett Rd.
Air Time.....5 a.m.-Sunset
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
Membership .....NAB
President.....F. L. Benckenstein
Gen., Sta., Sales Prom. Mgr....D. K. Maxted
Commercial Manager.....Pat Martin
Program Director.....Hugh Herrington
Production Director.....William Hammond
Chief Anncr., Musical Dir.....Gordon Clark.
Chief Engineer.....Lawrence Sanders
Farm Editor.....Glenn Earl
Continuity Director.....Lilyan Wilkinson
Traffic Director.....Helen Simmons

KRIC
BEAUMONT—1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....The Eenterprise Co.
Bus.-Studio-Transmitter Address..130 Wall St.
Phone Number 4-9421
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, Thesaurus, Associated
Representative .....Branham
President.....O. Eugene Davis
Vice-Pres., Gen. Mgr.....E. C. Davis
Station Manager.....Les Ryder
Commercial Manager.....John Edwin Henry
Sales Prom. Mgr.....Revis Taylor
Program Director.....Mrs. Virginia Ryder
Musical Director.....Mrs. Garvis Taylor
Chief Engineer.....Marvin J. Easterwood
Farm Editor.....Robert Tucker

KTRM
BEAUMONT—1947

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By.....KTRM, Inc.
Business-Studio Address.....230 Orleans St.
Phone Number 2-8478
Transmitter Location.....Crow & Odom Sts.
Air Time.....6 a.m.-12:05 a.m.
News Service .....INS
Transcription Service .....World
Pres., Gen.-Sta. Mgr.....Jack Neil
Commercial Manager.....Bill McRae
Sales Prom. Mgr.....Barclay Herring
Pgm., Prod., Pub. Dir.....Joseph S. Trum
Chief Anncr., Musical Dir.....Roy Dixon
Chief Engineer.....Ben F. Hughes
Farm Editor.....Charles Schmucker

KIBL
BEEVILLE—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Bee Bcstg. Co.
Address .....Box 948
Phone Number 1490
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Gen., Comm. Mgr.....John D. Rossi
Partners.....J. D., V. L. Rossi
Pgm., Sta. Mgr.....Joe W. Caldwell
Chief Engineer.....Harry W. Wardwell

KBST
BIG SPRING—1936—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Big Spring Bcstg. Co.
Bus.-Studio Address.....702 Johnson St.
Phone Number 1500
Transmitter Location.....1½ Mi. N.E. of city
Air Time.....6 a.m.-M.
News Service .....AP
Representative.....John E. Pearson
Membership .....NAB, BMB
Pres., Gen., Sta. Mgr.....William J. Wallace
Comm.-Sales Prom. Mgr.....William L. Cox
Prog.-Prod.-Pub. Dir.....Robert Lindley
Chief Engineer.....Andrew M. Jones

KTXC
BIG SPRING—1949

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....Leonard R. Lyon
Address.....Big Spring City Park
Phone Number 3300
Air Time .....Unlimited
News Service .....UP

Pres., Gen. Mgr.....Leonard R. Lyon
Comm., Asst. Mgr.....Wayne Robison
Program Director.....Vance Kimble
Promotion Manager.....Sid Camble
Chief Engineer.....Al Thompson

KFYN
BONHAM—1948

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned-Operated By.....Frank Svoboda
Bus.-Studio-Transmitter Address..903 E. 4th St.
Phone Number 781
Air Time .....Sunrise-sunset

KHUZ
BORGER—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....R. G. Hughes
Business Address.....Box 110
Phone Number 1600
Studio-Transmitter Lacation..1431 Clayton St.
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Paul Girard
Membership .....NAB
President.....R. G. Hughes
General-Station Mgr.....Wayne Phelps
Commercial Manager.....Harry Chilton
Pgm., Prod. Director.....Jack Roberts
Publicity Director.....Bill Clark
Chief Anncr., Musical Dir....Raymond Baxter
Chief Engineer.....Herman Kreiger

KNEL
BRADY—1945—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....G. L. Burns
Business-Studio Address.....Radio Bldg.
Phone Number 77
Transmitter Location .....Brady
Air Time .....Unlimited
News Service .....AP
Representative.....Hil F. Best
Gen.-Station Manager.....G. L. Burns
Comm., Sales Prom. Mgr.....J. S. Sloane
Prog. Dir., Chief Announcer.....Gene Burns
Chief Engineer.....Cecil Nelin

KSTB
BRECKENRIDGE—1947

Frequency: 1430 Kc.....Power: 1000 Watts d
Owned-Oper. By..Stephens County Bcstg. Co.
Business-Studio Address.....Miller Bldg.
Phone Number 1430
Transmitter Location.....1½ Mi. W. of city
Air Time.....6 a.m.-local sunset
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
General-Station Mgr.....R. W. Chapman
Commercial Manager.....Gilbert Webb
Chief Announcer.....T. Drakley
Chief Engineer.....R. E. Smith
Farm Editor.....W. R. Lace

KWHI
BRENHAM—1937—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tom S. Whitehead
Business Address .....Brenham
Phone Number 655, 611
Studio Address. .....Main St.
Transmitter Location....2 Mi. N. on Hway. 36
Air Time.....6 a.m.-sunset
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
General Manager.....Tom S. Whitehead
Commercial Manager.....J. C. Price
Program Director.....Bill Sloan
Chief Engineer.....H. B. Balch
Farm Editor.....J. W. Stufflebeme

KTFY
BROWNFIELD—1949

Frequency: 1050 Kc.....Power: 250 Watts d
Owned-Oper. By.....Terry County Bcstg. Co
Address .....Box 1032
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
Gen., Comm. Mgr.....Conrad Vernon, Jr.
Promotion Manager.....R. C. Norris

KBOR
BROWNVILLE—1949

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Brownsville Bcstg. Co
Address .....Box 472
Phone Number 2-5677
Air Time .....Dayligh'
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen. Mgr., Pgm. Dir.....M. J. Wilson
Commercial Manager.....Vance C. Wilson
Chief Engineer.....Willis A. Wilson

KVAL
BROWNSVILLE—1945—ABC
TEX. QUAL.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KVAL Bcstg. Co.
Address.....P. O. Box 1792
Phone Number 2-6452
Air Time .....Unlimited
News Service .....AP
Representative.....Free & Peters
President.....T. Frank Smith
Gen., Comm. Mgr.....T. Frank Smith, Jr.
Pgm. Dir., Prom. Mgr.....Tom Martin
Chief Engineer.....Ed Frazier

KBWD
BROWNWOOD—1941
MBS-TEXAS STATE

Frequency: 1380 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Brown County Bcstg. Co.
Business-Studio Address....800 Hawkins St.
Phone Number 2401-2
Transmitter Location.....Williams Ranch Rd.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker
Membership .....NAB
President, General Mgr.....Wendell Mayes
Commercial Manager.....F. T. Wilson
Program Director.....Wendell Mayes, Jr.
Sales Prom. Mgr.....Pat Brinkley
Chief Announcer.....A. D. Whisenant
Farm Editor.....Joel Chapman
Chief Engineer.....A. W. Stewart

KORA
BRYAN—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Bryan Bcstg. Co.
Bus.-Studio Address.....305 W. 26th St.
Phone Number 2-1451
Transmitter Location.....Villa Maria Rd.
Air Time.....6 a.m.-M.
Pres., Owner, Gen. Mgr....David C. Jones, Jr.
Station Manager.....Frank J. Sosolik
Commercial Manager.....Euell G. Byers
Chief Engineer.....James R. Smith
Pgm., Farm Dir.....William J. Zak, Jr.

KDET
CENTER—1949

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By..Center Bcstg. Co., Inc.
Address.....205 Austin St.
Phone Number 1199
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
President.....Tom E. Foster
Gen., Comm. Mgr.....Jack Bell
Promotion Manager.....Tolbert Foster
Chief Engineer.....T. McLachian

KCTX
CHILDRESS—1947—MBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By..Golden West Bcstg. Co., Inc.
Bus.-Studio. Address.....217½ N. Main
Phone Number 1085
Transmitter Location....1 Mi. W. of Childress
Air Time.....Local sunrise-sunset
News Service .....AP
Transcription Service .....Standard
Membership .....NAB
President.....R. Malone Hagan
General Manager.....George D. Cowan
Commercial Manager.....Malone Hagan
Program Director.....LeRoy Carter
Publicity Director.....Mildred Sikes
Chief Announcer.....Bob Pace
Chief Engineer.....Brooks Braffett

KCLE
CLEBURNE—1947

Frequency: 1120 Kc.....Power: 250 Watts d.
Owned-Operated By.....Marti, Inc.
Business-Studio Address.....919 N. Main
Phone Number 1025
Transmitter Location.....Route 3
Air Time .....Sunrise-sunset
News Service .....UP
Representative.....Hil F. Best
Membership .....NAB, BMB
Pres., Gen.-Sta.-Comm.-Sales Prom. Manager.....George W. Marti
Pgm., Prod. Dir.....D'Voe Lee
Chief Announcer.....Frank H. Hardgrove
Chief Engineer.....Lloyd E. Rodgers
Farm Editor.....C. A. Munsch

KSTA
COLEMAN—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Oper. By..Coleman County Bcstg. Co., Inc.
Business Address.....Box 432
Phone Number 8406
Studio-Transmitter Address....Abilene Hway.
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Representative.....Hil F. Best
Membership .....NAB
President.....H. H. Jackson
Gen., Sta., Comm. Mgr.....Floyd Shelton
Sales Prom. Mgr., Farm Editor..Jack Nesbitt
Program Director.....Jean Larson
Prod. Dir., Chief Anncr.....Bill Fox
Publicity Director.....Mrs. Billy B. Beach
Chief Engineer.....Brownie Seals

WTAW
COLLEGE STATION—1922

Frequency:1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Agricultural & Mechanical College of Texas
Bus.-Studio Address.....Administration Bldg.
Phone Number 4-6724
Transmitter Location..Bet. Bryan & College Sta.
Air Time.....6 a.m.-local sunset
News Service .....AP
Transcription Service .....World
Membership .....NAB
General Manager.....R. Henderson Shuffler

Sta., Comm. Mgr.....Richard L. Webb
Sales Prom. Mgr.....Mrs. Elsie Patranella
Pgm. Dir., Chief Anncr.....John Scogin
Chief Engineer.....Richard L. Webb
Farm Editor.....Jack Timmons

KEYS

CORPUS CHRISTI—1940
CBS-LONE STAR

Frequency: 1440 Ks.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Nueces Bcstg. Co.
Business Address.....P. O. Box 1460
Phone Number 2-7411
Studio Address.....Center Theater Bldg.
Transmitter Location.....Shell Rd.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....NAB, BMB
Owners.....Charles Rossi, Earl C. Dunn, H. B. Lockhart, E. C. Hughes
General Manager.....E. C. Hughes
Station Manager.....Kelly Wofford
Commercial Manager.....Tom Gibson
Program Director.....Ben Blackman
Chief Engineer.....Harold Griffith

KRIS

CORPUS CHRISTI—1935—NBC-TQN

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gulf Coast Bcstg. Co.
Address.....P. O. Box 840
Phone Number 6354
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative.....Free & Peters
Membership .....NAB, BMB
Pres., Gen. Mgr.....T. Frank Smith
Commercial Manager.....William Eikner
Pgm. Dir., Prom. Mgr.....Charles Nethery
Chief Engineer.....Elmer Atkinson

KSIX

CORPUS CHRISTI—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Corpus Christi Bcstg. Co., Inc.
Address .....Showroom Bldg.
Phone Number 2-9242
Representative .....Forjoe
General Manager.....Vana M. Kennedy

KUNO

CORPUS CHRISTI—1949

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Oper. By.....Community Bcvstg. Co.
Address .....Box 4286
Air Time .....Unlimited
Transcription Service .....Capitol
President.....Leslie C. Smith
Gen. Mgr., Chief Engr.....J. H. Mayberry

KWBU

CORPUS CHRISTI—1943—LIBERTY

Frequency: 1030 Kc....Power: 50,000 Watts d.
Owned By.....Baylor Univ. of Waco
Business Address.....P. O. Box 898
Phone Number 5258-9
Studio Address.....White Plaza Hotel
Transmitter Location .....Gregory
Air Time .....Daytime
News Service .....AP
Representative .....Branham
General Manager.....Roy R. Kay
Exec. Secretary.....V. M. Kulhanek
Traffic & Continuity.....Rose Belik
Musical Directors...Irene Hill & Billy Gregory
Chief Engineer.....Nestor Cuesta, Jr.

KAND

CORSICANA—1937—LIBERTY

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alto, Inc.
Bus.-Studio Address....State Natl. Bank Bldg.
Phone Number 2486
Transmitter Location.....Hway. 75
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Branham
Membership .....NAB, BMB
President.....J. C. West
General Manager.....Walter S. Kline
Chief Engineer.....Donnell D. Dickson, Jr.

KCFH

CUERO—1949

Frequency: 1600 Kc.....Power: 500 Watts d.
Owned-Operated By.....A. M. Respondek
Address .....Cuero
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Pres., Gen. Mgr.....A. M. Respondek
Commercial Manager.....Milton Binz
Program Director.....Edson Foster
Chief Engineer.....E. F. Meyer

KXIT

DALHART—1948—LIBERTY

Frequency: 1410 Kc.....Power: 500 Watts d.
Owned-Operated By.....Dalrad Associates
Address.....402½ Denrock
Phone Number 740
Air Time .....Daytime
News Service .....UP

Transcription Service .....Lang-Worth
Membership .....NAB
General Manager.....Kenneth B. Bishop
Chief Engineer.....Bill Smith

KIXL

DALLAS—1947

Frequency: 1040 Kc.....Power: 1000 Watts d.
Owned-Operated By....Variety Bcstg. Co., Inc.
Business-Studio Address....1401 S. Akard St.
Phone Number.....Riverside 4521
Transmitter Location.....5500 Parkdale Dr.
Air Time .....Daytime
News Service .....AP
Transcription Service.....Standard, World, MacGregor
Representative .....Forjoe
Membership .....NAB
President, General Manager.....Lee Segall
Asst. Manager.....Tom W. Massey
Commercial Manager.....T. H. Strauss
Program Director.....Charles F. Payne
Production Manager.....John D. Wilson
Chief Engineer.....Bob E. Tripp

KLIF

DALLAS—1947—LIBERTY

Frequency: 1190 Kc.....Power: 1000 Watts d.
Business-Studio Address....Cliff Towers Hotel
Business-Studio Address.....Cliff Towers
Phone Number.....Winfield 0328
Transmitter Location.....Scyene Rd.
Air Time.....6 a.m.-6 p.m.
News Service .....UP
Transcription Service .....Associated
Representative.....Adam J. Young
Membership .....NAB
President.....Barton R. McLendon
Gen., Sta. Mgr.....Gordon McLendon
Commercial Manager.....Bruce Collier
Asst. Sales Prom. Mgr., Pgm. Dir...Bill Weaver
Musical Director.....Johnny Murray
Chief Engineer.....Glenn Callison

KRLD

DALLAS—1926—CBS-TEXAS

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Operated By.....KRLD Radio Corp.
Address .....Herald Square
Phone Number.....Central 6811
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service.....Standard, Capitol
Representative .....Branham
Membership .....NAB, BMB
President.....John W. Runyon
General Manager.....Clyde W. Rembert
Commercial Mgr.....William A. Roberts
Program Director.....Roy George
Promotion Manager.....J. W. Crocker
Chief Engineer.....Roy M. Flynn

KSKY

DALLAS—1941

Frequency: 660 Kc.....Power: 1000 Watts d.
Owned-Operated By.....SKY Bcstg. Service
Business-Studio Address.....Hotel Stoneleigh
Phone Number.....Central 6193-4, LD800
Transmitter Location.....Bruton Rd.
Air Time .....Sunrise-sunset
News Service .....AP
Membership .....NAB
Partner, Gen. Mgr.....A. L. Chilton
Station Manager.....R. G. Terrill
Commercial Manager.....R. L. Kanatzar
Program Director.....Leonard Holland
Chief Announcer.....Richard F. Parker
Musical Director.....James L. Hughes
Chief Engineer.....Morris M. Ming

WFAA

DALLAS—1922
NBC-ABC-TEXAS QUALITY

Frequency: 820 Kc.....Power: 50,000 Watts
Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By....Dallas Morning News
Business-Studio Address.....1122 Jackson St.
Phone Number.....Riverside 9631
Transmitter Location..WFAA-820, Grapevine; WFAA-570, Arlington
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative.....Edward M. Petry
Membership .....NAB, BMB
President.....E. M. Dealey
General Manager.....Martin B. Campbell
Asst. Sales Manager.....Ralph W. Nimmons
Regional Sales Mgr.....Alex Keese
Sales Prom. Manager.....Robert E. Summers
Program Director.....Kelly Maddox
Production Director.....Bert Mitchell
Publicity Director.....Louis A. Breault, Jr.
Musical Director.....Billy Mayo
Chief Engineer.....J. Raymond Collins
Farm Editor.....Murray E. Cox
Asst. to Farm Editor.....Kitty R. Johnson

WRR

DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....City of Dallas
Business Address.....Municipal Radio Bldg., State Fair Grounds
Phone Number T3-6101
Transmitter Location.....White Rock Lake
Air Time .....Unlimited
News Service .....AP
Representative .....John Blair
Membership .....NAB
Chairman.....E. O. Cartwright
Managing Director.....Dale Drake

Program Director.....Pete Teddlie
Publicity Director.....Ruth Jones
Musical Director.....Alta Faye
Chief Engineer.....D. J. Tucker
Farm Editor.....Al Jones
(See Page 654)

KDLK

DEL RIO—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Del Rio Bcstg. Co.
Business Address.....P. O. Box 1162
Phone Number 1234
Studio-Transmitter Location.....Cypress & E. Second Sts.
Air Time .....Unlimited
News Service .....UP
Representative .....Hal Harlan
President.....James A. Clements
Gen., Sta. Mgr.....Hal Harlan
Com., Sales Prom. Mgr.....Don Howard
Program Director.....Hal Smith
Prod., Publ. Dir.....Bob Pro
Chief Anncr., Chief Engr.....Stan Benson
Musical Director.....Benny Johnson

KDSX

DENISON—1948—LIBERTY

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Grayson Bcstg. Co.
Address.....P. O. Box 263
Phone Number 3-400
Studio Address.....Hotel Denison
Transmitter Location..2 Mi. N. City, Hiway 75
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....Standard
President, Gen. Mgr.....B. V. Hammond, Jr.
Comm., Sales Prom. Mgr.....George Myers
Prod., Pub. Dir.....William H. Burkett
Chief Announcer.....Allan Hundley
Chief Engineer.....Fred Weaver

KDNT

DENTON—1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Harwell V. Shepard
Address .....Radio Center
Phone Number 276
Air Time .....Unlimited
Representative .....Best
General Manager.....Harwell V. Shepard

KDDD

DUMAS—1947

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By....North Plains Bcstg. Corp.
Bus.-Studio-Transmitter Address...Hway. 287, No. edge of Dumas
Phone Number 2-4411
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service.....Standard, Capitol
President.....Lucian M. Spencer
Gen., Sta., Comm. Mgr.....Ken Duke
Pgm., Prod., Pub. Dir.....Ray Trent
Chief Announcer.....Bill Lask
Musical Director.....Katherine Vitz
Chief Engineer.....T. D. Atkins
Farm Editor.....J. B. Wade

KURV

EDINBURG—1947

Frequency: 710 Kc.....Power: 250 Watts d.
Owned-Operated By.....J. C. Looney
Address .....Edinburg
Phone Number 710-1
Studio-Transmitter Location..2 Mi. N. State Hy.
Air Time.....6 a.m.-6 p.m.
News Service .....UP
Representative .....Forjoe
Membership.....NAB, BMB, FMA
President.....James Cullen Looney
Gen.-Sta.-Comm. Mgr.....Allan Dale
Sales Prom. Mgr.....Joe Payne
Chief Engineer.....Warren Chase

KULP

EL CAMPO—1948—LIBERTY

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By..Wharton County Bcstg. Co.
Business Address.....P. O. Box 1390
Phone Number 1390
Studio Address.....505 E. Jackson
Air Time.....5 a.m.-5:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Hil F. Best
Membership .....NAB, BMB
President .....Culp Krueger
General Manager.....J. T. Senter
Office Manager.....Robt. Hathaway
Commercial Manager.....Melbadean Wells
Program Director.....Wesley Jones
Chief Engineer.....Joe Miller
Farm Editor.....V. L. Sandlin
Traffic Manager.....Jane Beatty

KELT

ELECTRA—1949

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Oil City Bcstg. Co.
Address .....Box 112
Phone Number 1051
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
General Manager.....W. M. H. Smith
Program Director.....Jack Womack
Chief Engineer.....Bill F. Lindsay

KELP

EL PASO—1947—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned By.....Paso Bcstg. Co.
Business-Studio Address.....106 Texas St.
Phone Number 3-3658
Transmitter Location .....Ascarate
Air Time.....6 a.m.-sunset
News Service .....UP
Transcription Service.....Capitol, Keystone
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....Lewis O. Seibert
Gen., Sta., Comm. Mgr.....John L. Thompson
Sales Prom. Mgr.....Bob Rowland
Pgm., Pub. Dir.....Margaret Momsen
Production Director.....Ted Quillen
Chief Announcer.....Pat Wilkins
Musical Director.....June Barbour
Chief Engineer.....Milton Cockrell
Farm Editor.....Paul Stevenson

KEPO

EL PASO—1948—ABC

Frequency: 690 Kc.....Power: 5000 Watts
Owned-Operated By.....KEPO, Inc.
Business-Studio Address....2419 N. Piedras St.
Phone Number 5-2731
Transmitter Location..Hway. 54, 10 Mi. N.E. of El Paso
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....John Blair
Membership .....NAB, BMB
Exec. Vice Pres.....Kenyon Brown
General Manager.....Willard L. Kline
Commercial Manager....Howard W. Baldwin
Program Director.....Gene Procter
Chief Engineer.....E. L. Gemoets

KROD

EL PASO—1940
CBS-SOUTHWEST

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Roderick Bcstg. Corp.
Business-Studio Address...2201 Wyoming St.
Phone Number 2-6551
Transmitter Location..3½ Mi. N., Newman Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....Dorrance D. Roderick
V.P., Gen., Sta. Mgr.....Val Lawrence
Commercial Manager.....Robert C. Hughes
Program Director.....Ted Hunt
Sales Prom. Mgr., Pub. Dir.....Bob Canavan
Chief Announcer.....Richard Weaver
Chief Engineer.....Edward P. Talbott

KSET

EL PASO—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Sunland Bcstg. Co.
Address.....2223 Montana St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
General Manager.....Vincent W. McConn
Station Manager.....G. C. Hoffmann
Commercial Manager.....O. J. Kaspar
Program Director.....C. H. Hall
Chief Engineer.....W. V. Rockefeller

KTSM

EL PASO—1929—NBC

Frequency: 1380 Kc....Power: 1000 d., 500 n.
Owned-Oper. By.....Tri-State Bcstg. Co., Inc.
Bus.-Studio Address.....801 N. Oregon St.
Phone Number 2-5423
Transmitter Location.....First St., Ascarate
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Thesaurus, World
Representative.....George P. Hollingbery
Membership .....NAB, BMB
Pres., Sta. Mgr.....Karl O. Wyler
Commercial Manager.....Roy T. Chapman
Program Director.....Jack Chapman
Prod. Dir., Chief Anncr.....Jack Rye
Publicity Director.....Murray Yeager
Chief Engineer.....Kenneth J. Walton
Farm Editor.....Conrey Bryson

KCNC

FORT WORTH—1946

Frequency: 870 Kc.....Power: 250 Watts d.
Owned-Oper. By....Blue Bonnet Bcstg. Corp.
Bus.-Studio Address.....705½ Main St.
Phone Number 7175
Transmitter Location.....4000 Lawnwood St.
News Service .....AP
Air Time.....Sunrise-Sunset
Pres., Gen., Sta. Mgr.....J. H. Speck
Commercial Manager.....Luther Adkins
Program Director.....Jerry Hahn
Chief Engineer.....Jack Hopkins

KCUL

FORT WORTH—1949

Frequency: 1540 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....East-West Bcstg. Co.
Address.....3607 Camp Bowie
Phone Number 7-2161
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Associated
Pres., Gen. Mgr.....W. B. Chambers, Jr.
Chief Engineer.....Nestor Cuesta, Jr.

Why You Buy

WRR-KFJZ

For Dallas-Fort Worth:

★ Cost-Per-Listener Ratio

WRR-KFJZ Combination has the lowest actual rate and lowest Cost-Per-Listener rating, based on Hooper, of all the major station set-ups in the twin-city area. For 1 minute open, daytime: WRR-KFJZ, 14.40; (ABC), 18.00; (CBS), 30.00; (NBC), 50.00. For 1 minute open, night time: WRR-KFJZ, 24.00; (ABC), 36.00; (CBS), 60.00; (NBC), 66.00. Yet five-month-average Hooperating (furnished on request) converted into Cost-Per-Listener ranks WRR-KFJZ Combination FIRST for Sunday afternoons, SECOND for weekday mornings, FIRST for Weekday afternoons, and SECOND at night, against the same competition.

★ Station Popularity

Both WRR and KFJZ are tops in popularity in their respective cities because of being the primary news-and-sports stations. WRR in Dallas carries Dallas Eagle baseball broadcast, World Series each year, Southwest Conference and highschool football, basketball, golf, tennis, and Dallas Texans ice hockey. KFJZ in Ft. Worth carries World Series, and full coverage of same sports as WRR. Texans are sports-mad; their dials stay tuned to the news-and-sports stations.

★ Audience Loyalty

WRR-KFJZ Combination delivers real audience loyalty. No fly-by-nights, WRR was established in 1920, is world's oldest municipal station; was first station in Dallas; KFJZ was established in 1922, was second station in Ft. Worth, is present key station of Texas State Network. A whole generation has grown up and started a new one, listening to these two stations.

★ Concentrated Coverage

WRR-KFJZ is a combination of two 5,000 Watt stations located 30 miles apart. Each is excellent in readability in both cities. WRR covers Dallas-Ft. Worth and the area North and East; KFJZ covers Dallas-Ft. Worth and the area West; overlap of CONCENTRATED coverage is approximately 60%, completely including the million people of the Dallas-Ft. Worth market.

★ Convenience to Advertiser

WRR-KFJZ Combination means convenience to the advertiser. One order, one price, one billing; two stations for double coverage; choice of simultaneous or separate scheduling.



KFJZ

FORT WORTH—1922
MBS-TEXAS STATE

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Oper. By.....Tarrant Bcstg. Co.
Business-Studio Address....1201 W. Lancaster
Phone Number 3-3474
Transmitter Location .....Birdville
Air Time .....Unlimited
News Service .....AP
Transcription Service.....SESAC, World
Representative .....John Blair
Membership .....NAB
Pres., Gen. Mgr.....Gene L. Cagle
Comm., Sales Prom. Mgr...Clyde D. Pemberton
Pgm., Prod. Dir.....Hal Thompson
Chief Engineer.....James T. Peterson

KWBC

FORT WORTH 1946

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Worth Bcstg. Co.
Bus.-Studio Address.....1003½ Houston
Phone Number 2-9231
Transmitter Location.....Old Denton Rd.
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Representative.....William G. Rambeau
President.....P. W. Seward
General Manager.....Lewis Love
Commercial Manager.....Conrad Dupree
Sales Prom. Mgr.....Tom Allen
Program Director.....Ed Hogan
Production Director.....Harvey Boyd
Publicity Director.....Dean McLean
Musical Director.....Charles Hobbie
Chief Engineer.....Melvin Parsons

KXOL

FORT WORTH—1947—LIBERTY

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By....Fort Worth Bcstg. Co., Inc.
Bus.-Studio Address..1216 Pennsylvania Ave.
Phone Number.....3-1448-9, 3-1440
Transmitter Location.....Cor. Piper Lane & Gallaway Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Representative.....John E. Pearson
President.....F. M. Skinner
Gen., Sta. Mgr.....Russ N. Lamb
Commercial Mgr.....Herman C. Clark
Program Director.....Phil Vogel
Chief Announcer.....Bill Hightower
Chief Engineer.....John R. Crouse

WBAP

FORT WORTH—1922
NBC-ABC-LONE STAR

Frequency: 820 Kc.....Power: 50,000 Watts
Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Carter Publications, Inc.
Business Address.....3900 Barnett St.
Phone Number....Ft. Worth, LO-1981; Dallas, TR-7-9757
Transmitter Location..WBAP-820, Grapevine; WBAP-570, Arlington
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Associated, Cole
Representative.....Free & Peters
Membership .....NAB, BMB
President .....Amon Carter
Director .....Harold Hough
Station Manager.....George Cranston
Commercial Manager.....Roy Bacus
Program Director.....Ed Lally
Production Director.....A. M. Woodford
Prom., Mcdse., Pub. Dir.....Jack Rogers
Chief Announcer.....Frank Mills
Musical Director.....Gene Baugh
Chief Engineer.....R. C. Stinson
Farm Editor.....Layne Beaty

(See Page 656)

KNAF

FREDERICKSBURG—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Gillespie Bcstg. Co., Inc.
Business-Studio Address..Security State Bank Bldg.
Phone Number.....311, 369
Transmitter Location.....U. S. Hway. 87
Air Time.....6:30 a.m.-10:15 p.m.
News Service .....AP
Transcription Service .....SESAC
Representative.....Hil F. Best
President.....Walter T. McKay
Vice-President .....Arthur Stehling
Gen., Sta. Mgr.....Gregg Winters
Comm., Sales Prom. Mgr.....W. J. Thomas
Chief Engineer.....Norbert Fritz
Farm Editor.....Walter Herbort

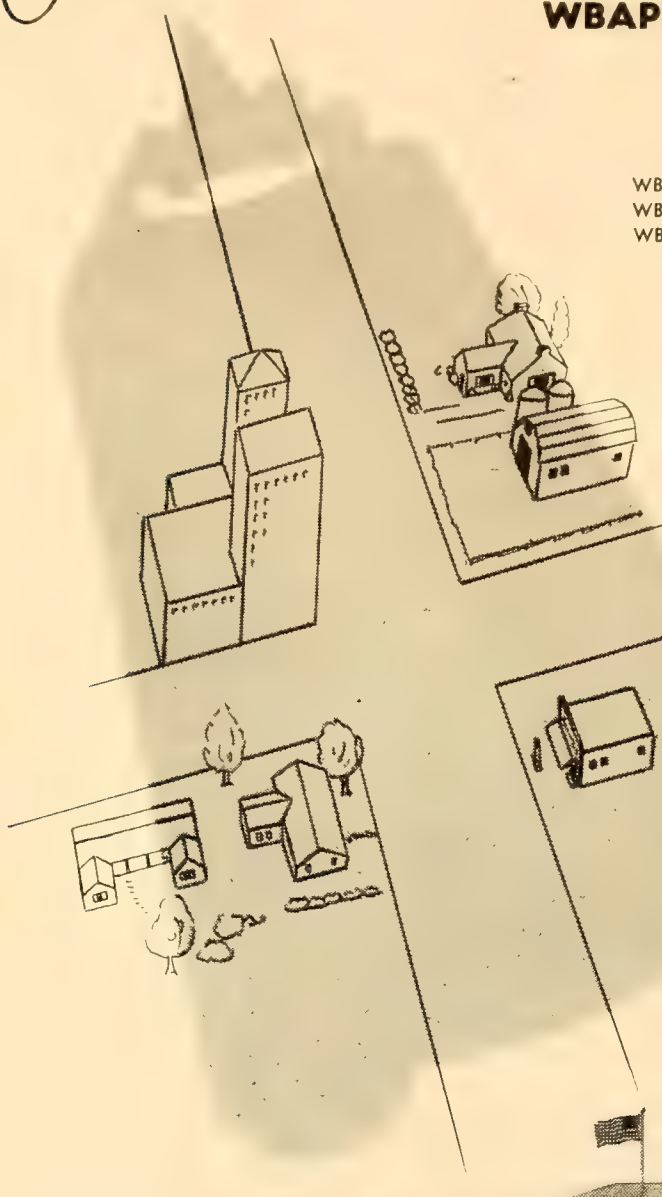
KGAF

GAINESVILLE—1947—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Gainesville Bcstg. Co.
Address.....Training School Rd.
Phone Number.....248, 1600
News Service .....AP
Transcription Service .....Standard
President.....Joe M. Leonard, Sr.
General Manager.....Joe M. Leonard, Jr.
Commercial Manager.....Earl Leonard
Program Director.....Louis C. Pitchford, Jr.
Chief Engineer.....Cordell Martin

The South's Richest Market

In The Shadow Of The Cowbell, WBAP Memory Signal Since 1922



THE FORT WORTH - DALLAS AREA

	Population*	Retail Sales*	Radio Homes*
WBAP - 570 (ABC)	4,528,200	$3,722,862,000	1,123,538
WBAP - 820 (NBC)	5,435,500	4,329,307,000	1,253,162
WBAP - TV (ABC, NBC)	1,035,571	1,288,703,550	TV Count Monthly

Delivering the South's richest market is a WBAP specialty, as it has been with radio since 1922 and with television since September 29, 1948.

From metropolitan cities to the smallest hamlet, ranch or farm home, WBAP's memory signal cowbell is listened to more by more people in the South's richest market (Fort Worth-Dallas area).

WBAP now has facilities to produce the most difficult program or commercial (live, recorded or film) in its new 70,000 square foot Radio and Television Center.

Complete station and market details are available by contacting WBAP or Free & Peters at any one of the offices listed below.

*Source: *Sales Management, 1949, and Consumer Markets 1949-50.*



Amon Carter, President
Harold Hough, Director
George Cranston, Manager
Roy Bacus, Com. Manager

WBAP Telephones:
Fort Worth:
LOckwood 1981
Dallas:
Tremont 7-9757



FREE & PETERS, INC. *Exclusive National Representatives*

Fort Worth Detroit Atlanta San Francisco Chicago New York Hollywood

KGBC
GALVESTON—1947

Frequency: 1540 Kc.....Power:1000 Watts d., 250 n.
Owned-Oper. By....The Galveston Bcstg. Co.
Business-Studio Address.....Commerce Bldg.
Phone Number 4329
Transmitter Location..E. end Galveston Island
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Standard
Gen., Sta. Mgr., Pub. Dir...James W. Bradner, Jr.
Comm., Sales Prom. Mgr.....Floyd Smith
Pgm., Prod. Dir.....Jim McConnell
Musical Director.....Mary Jean Duncan
Chief Engineer.....Jesse Simms

KLUF
GALVESTON—1922—MBS-LIBERTY

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....The KLUF Bcstg. Co.
Business-Studio Address.....300 Haden Bldg.
Phone Number.....6676
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative.....William G. Rambeau
President.....George Roy Clough
Gen., Comm. Mgr., Chief Engr....L. D. Clough

KSIJ
GLADWATER—1949

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Gladwater Bcstg. Co.
Address.....303 Cotton St.
Phone Number 516
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative.....Hil F. Best
Partners.....Carl Everett, Jr., B. H. Broiles, J. B. Sheppard
General Manager.....Ken Bennett
Commercial Manager.....Bob Bennett
Program Director.....Tom Perryman
Promotion Manager.....Clyde Moore
Chief Engineer.....Lloyd Johnson

KCTI
GONZALES—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Gonzales Bcstg. Co.
Business Address.....425 St. George St.
Phone Number.....770
Transmitter Location..2½ Mi. E. City, Hiway 200
Air Time.....6 a.m.-10 p.m.
News Service.....AP
Transcription Service.....Capitol
Representative.....Gene Grant, Cooke
Gen.-Commercial Mgr...Lawrence M. Walshak
Pgm. Dir., Chief Engr.....Frank Wilson, Jr.
Farm Editor.....Thomas W. Wilson

KSWA
GRAHAM—1948

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Graham Bcstg. Co.
Address.....Box 748
Phone Number.....1200
Studio-Transmitter Location.....Hiway 24
News Service.....UP
Air Time.....6:30 a.m.-Sunset
Transcription Service.....Capitol, SESAC
Membership .....NAB
Pres., Gen., Sta. Mgr.....Clay Thompson, Jr.
Commercial Manager.....W. J. Duncan
Chief Engineer.....Vance Newsom

KGVL
GREENVILLE—1946
MBS-TEXAS STATE-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Truett Kimzey
Business-Studio Address..Graham-Fagg Bldg.
Phone Number 2066
Transmitter Location.....Wolfe City Hway.
Air Time.....6 a.m.-M.
News Service .....AP
Membership .....NAB
General Manager.....Truett Kimzey
Station Manager.....Leo Hackney
Asst. Manager.....Paul D. Robinson
Program Director.....James D. Jones
Chief Announcer.....Bill Rust
Musical Director.....Dean Baker
Chief Engineer.....Tom Clyce

KCLW
HAMILTON—1947—LIBERTY

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hamilton Bcstg. Co.
Bus.-Studio Address.....111 E. Leslie St.
Phone Number.....500
Transmitter Location..2 Mi. Comanche Hiway
News Service.....UP
Transcription Service.....Capitol
Air Time .....Daytime
Membership .....NAB
Pres., Gen. Mgr.....Clyde Weatherby
Station Manager.....J. Monroe Coston
Chief Engineer.....Carl Knella

KGBS
HARLINGEN—1941—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Harbenito Bcstg. Co.

Business Address.....P. O. Box 711
Phone Number 2200
Studio-Transmitter Address..U. S. Hway. 83, bet. Harlingen & San Benito
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service....Associated, Standard
Representative .....Ra-Tel
Membership .....BMB
President .....McHenry Tichenor
General-Station Mgr.....Troy McDaniel
Commercial Manager.....Dave Bennett
Program Director.....John Harrison
Publicity Director.....Ve n Harlson
Chief Engineer.....Al Beck

K G R I

HENDERSON—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Henderson Bcstg. Co.
Business-Studio Address.....Box 809
Phone Number 1128
Air Time .....Daytime
News Service .....UP
Transcription Service.....World, SESAC
President.....Roy B. Cannon
Gen., Comm., Prom. Mgr.....W. C. Crawford
Program Director.....Frank Ledbetter
Chief Engineer.....Lynn J. Roy

K P A N

HEREFORD—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Address.....Box 868
Phone Number.....860
Studio-Transmitter Location....16 Mi. W. City, Hiway 60
Air Time .....Daytime
News Service.....UP
Transcription Service.....Standard
Membership .....NAB
General Manager.....John Blake
Sales Prom. Mgr.....Hal W. Bly Miller
Chief Anncr., Engr.....John Ball
Musical Director.....Jim Pilaut

K H B R

HILLSBORO—1947

Frequency: 1560 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hill County Bcstg. Co.
Business-Studio Address....204 E. Franklin St.
Phone Number.....594
Air Time .....Daytime
News Service.....UP
Transcription Service.....World
Station Manager.....James O. Taylor
Program Director.....Rober Greable
Chief Engineer.....Norman A. Niesen

K A T L

HOUSTON—1947—LIBERTY

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Oper. By.....Texas Bcstrs., Inc.
Business-Studio Address.....412 Main St.
Phone Number.....Preston 3108
Transmitter Location.....Post Oak Rd.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....Lang-Worth, SESAC
Representative .....IMS
Membership .....NAB
President.....William Harry Talbot
V.P., Gen. Mgr.....King Howard Robinson
Commercial Manager.....William C. Burks
Pub. Dir., Sales Prom. Mgr.....Charles Dyer
Program Director.....John Edwards
Production Director.....Robert Matthes
Chief Announcer.....Sidney Gervaise
Chief Engineer.....Edward Martin
Farm Editor.....Bill Bauerkempe:

K C O H

HOUSTON—1948

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Call of Houston, Inc.
Business-Studio Address.....1 Main St.
Phone Number.....Charter 4-1888
Air Time.....Daytime
News Service.....UP
Transcription Service.....World, Associated, MacGregor
General Manager.....Robe t C. Meeker

K L E E

HOUSTON—1948

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....W. Albert Lee
Business-Studio Address.....Milby Hotel
Phone Number.....Preston 1161
Transmitter Location.....1 Mi. from intersection N. Sherperd & Airline
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Associated
Representative.....Adam J. Young
Membership .....NAB
President.....W. Albert Lee
Gen., Sta., Comm. Mgr.....John Pace
Pgm., Prod. Dir.....William Newkirk
Pub. Dir., Chief Anncr.....Bob Stevenson
Musical Director.....Bobbie McMahan
Chief Engineer.....Paul Huhndorff

K N U Z

HOUSTON—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Veterans Bcstg. Co.
Business-Studio Address....905 Scanlan Bldg.
Phone Number.....Central 8801

Transmitter Location.....315 N. Ennis
Air Time .....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth, Capitol
Representative .....Forjoe
Membership .....NAB
President.....Max H. Jacobs
Gen., Sta. Mgr.....Dave Morris
Commercial Manager.....Douglas W. Blair
Program Director.....Walter Colvin
Production Director.....Johnnie Goodman
Chief Engineer.....O. C. Crossland

KPRC

HOUSTON—1925
NBC-TEXAS QUALITY

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Houston Post Co.
Business-Studio Address.....Lamar Hotel
Phone Number.....Fairfax 7101
Transmitter Location .....Deepwater
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Thesaurus, Standard
Representative .....Edward Petry
Membership .....NAB
President, Owner.....W. P. Hobby
General Manager.....Jack Harris
Asst. Gen. Mgr.....Jack McGrew
Sales Prom. Manager.....Carol Bennett
Production Manager.....Brooke Carroll
Publicity Director.....Robert Carpenter
Chief Engineer.....Harvey Wheeler
News Editor.....Pat Flaherty

KTHT

HOUSTON—1944—MBS

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Texas Star Bcstg. Co.
Business-Studio Address.....4000 S. Main St.
Phone Number.....Keystone 5535
Transmitter Location.....Nr. San Jacinto Battlegrounds
Air Time .....Unlimited
News Service .....UP
Representative .....Avery-Knodel
Membership .....BMB, FMA
President.....Roy N. Hofheinz
Gen.-Sta.-Comm. Mgr.....Bill Bennett
Sales Prom. Mgr., Pub. Dir.....Lauri Schutt
Prod., Pgm. Dir.....Ted Nabors
Chief Engineer.....O. B. Johnson

KTRH

HOUSTON—1930—CBS-TEXAS

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Oper. By.....KTRH Bcstg. Co.

TEXAS

WHY IS AP THE BEST?

BECAUSE—AP members, the greatest body of news collectors in the world today, provide their news to their AP.

TEXAS ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

President: Charles B. Jordan—KFJZ, Fort Worth
Vice-President: Pat Flaherty—KPRC, Houston
Secretary-Treasurer: Jim Alderman—WRR, Dallas

TEXAS

Address .....Rice Hotel
Phone Number.....Preston 4361
Air Time .....Unlimited
News Service .....AP, INS
Transcription Service.....World
Representative.....John Blair
Pres., Gen. Mgr.....B. F. Orr
Assistant Manager.....Ray Herndon
Natl. Sales Manager.....Ray Bright
Program Director.....Ted Nabors
Promotion Manager.....Monte Kleban
Engineers.....Tom Hiner, Lester Mullan

K X Y Z

HOUSTON—1930
ABC-LONE STAR

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....Shamrock Bcstg. Co.
Business-Studio Address.....Gulf Bldg.
Phone Number.....Capitol 6151
Transmitter Location.....Deepwater
Air Time .....Unlimited
News Service .....AP
Transcription Service...Standard, Lang-Worth
Representative.....Free & Peters
Membership.....NAB, BMB, FMA
President.....Glenn H. McCarthy
Exec. V.P., Gen. Mgr.....Fred Nahas
V.P., Comm. Mgr.....Terry Lee
Prod., Musical Dir.....Art Finger
Program Director.....Tom Franklin
Publicity Director.....Lee Hogg
Musical Director.....Ed Badeaux
Chief Announcer.....Frank Babcock
Chief Engineer.....Gerald R. Chinski
Farm Editor.....Roland Baker

K S A M

HUNTSVILLE—1938—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....J. G. Long
Address.....P. O. Box 312
Phone Number 666
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Membership .....NAB
President.....J. G. Long
General Manager.....Bryan Powell
Res. Manager.....Harvard C. Bailes
Program Director.....Don Gulihur
Comm., Prom. Manager.....J. C. Dorrell
Chief Engineer.....John Neathery, Jr.

K E B E

JACKSONVILLE—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bill A. Laurie
Bus.-Studio-Transmitter Address.....Box 1071, Pierce Lane & Lake St.
Phone Number 2211-2
Air Time.....6:55 a.m.-10 p.m.
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Membership .....NAB
Owner, Gen.-Station Mgr.....Bill A. Laurie
Commercial Manager.....J. G. Johnson
Sales Prom. Mgr., Pub. Dir...Mrs. Emo Laurie
Prog.-Prod. Dir., Chief Announcer .....Gary Smitherman
Musical Director.....Bill Laurie
Chief Engineer.....William M. McCreary, Jr.

K T X J

JASPER—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Jasper Bcstg. Co.
Business-Studio Address..Texas Theater Bldg.
Phone Number.....580
News Service.....UP
Transcription Service.....Capitol, SESAC
President.....Joe J. Fisher
General Manager.....Ray Sherman
Comm., Prom. Mgr.....Bill Tompkins
Chief Engineer.....Eddie Lamb

K E V T

KERRVILLE—1948—LIBERTY

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Kerr County Bcstg. Co.
Address .....Junction Hi-Way
Phone Number:.....900, 999
Air Time:.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Capitol
General, Station Manager.....V. Dean Turner
Commercial Manager.....I. B. Dismukes
Chief Engineer.....Al Mason

K O C A

KILGORE—1936—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Oil Capitol Bcstg. Assn.
Address.....102½ E. North St.
Phone Number 1300
Air Time .....Unlimited
News Service .....AP
Membership .....BMB
President.....Roy G. Terry
General Manager.....H. A. Degner
Commercial Manager.....Lewis W. Christie
Program Director.....Walton Stewart
Chief Engineer.....Karem O. Soule

K I N E

KINGSVILLE—1948

Frequency: 1240 Kc.....Power: 1000 Watts d.
Owned-Oper. By.Estate of Jack Henry Kidd, Jr.
Address.....205 E. King

Phone Number.....1317
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
Representative.....Hil F. Best
President.....Josephine Pate Kidd
General Manager.....Ben A. Glusing
Comm., Sta. Mgr.....Eston R. Pace
Program Director.....Robert R. Freimuth
Chief Engineer.....R. T. Whitaker

KPET

LAMESA—1947—KBS

Frequency: 690 Kc.....Power: 250 Watts d.
Operated By.....Lamesa Bcstg. Co.
Business Address.....P. O. Box 30
Phone Number 690
Studio Trans. Location....1½ Mi. S.E. Lamesa
Air Time.....Local sunrise-sunset
News Service .....AP
Membership .....NAB
Gen.-Sta.-Comm. Mgr.....Kermit Ashby
Sales Prom. Mgr.....Clayton Barkhurst
Prog.-Prod. Dir.....Mrs. O. K. Connor
Chief Announcer.....Johnnie Thurman, Jr.
Chief Engineer.....Eugene Cornelius
Farm Editor.....Hugh Smith

KHIT

LAMPASAS—1948—LIBERTY

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Lampasas Bcstog. Co.
Business Address.....P. O. Box 228
Phone Number 721
Studio-Trans. Address.....Hiway 281
Air Time .....Unlimited
News Service.....UP
Transcription Service .....Lang-Worth
Representative.....Hil F. Best
Presidents.....Sylvester Lewis, Robert O. Easton
Gen. Comm., Mgr., Pgm. Dir..Harry Van Slycke
Chief Engineer.....Don Peak

KPAB

LAREDO—1938—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Laredo Bcstg. Co.
Address .....Hamilton Hotel
Phone Number 2124-5
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Capitol
Representative.....John E. Pearson
Membership .....NAB, BMB
President .....Mark Perkins
General Manager.....Joe Allison
Commercial Manager.....Barry Stratton
Program Director.....Dick Smith
Chief Engineer.....Hulon Smith

KLVT

LEVELLAND—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Herald Bcstg. Co.
Address.....P. O. Box 866
Phone Number 1030
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Owner .....Forrest Weimhold
General Manager.....Bill Spiller
Comm., Prom. Mgr.....Jack Lee
Program Director.....Fred Collins
Chief Engineer.....W. Thomas Davis, Jr.

KVOW

LITTLEFIELD—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwestern Bcstrs.
Business Address.....Box 192
Phone Number 400
Studio-Transmitter Location.....Clovis Hway.
Air Time.....6.:30 a.m.-10 p.m.
News Service .....AP
Transcription Service .....MacGregor
President.....J. C. Rothwell
Gen., Sta., Comm. Mgr.....J. B. McShan
Program Director.....Othell W. Witson
Chief Announcer.....Johnny Richardson
Chief Engineer.....James Zackery

KFRO

LONGVIEW—1934
ABC-KBS-TEX. STATE

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Voice of Longview
Bus.-Studio Address.....Curtis Bldg., P. O. Box 792
Phone Number 1370, 411
Transmitter Location.....Marshall Hway.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Donald Cooke
Membership .....NAB, BMB
President.....James R. Curtis

KLTI

LONGVIEW—1948—LIBERTY

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By..LeTourneau Radio Corp.
Address .....P. O. Box 1866
Phone Number.....4331
Studio-Trans. Address.....Mobberly Ave.
Air Time.....6 a.m.-Sunset
News Service .....UP
Transcription Service .....Associated
Membership .....NAB
President.....R. G. LeTourneau

Station Manager.....Lloyd Hawkins
Commercial Manager.....Art Green
Program Director.....Lawrence Birdsong
Chief Engineer.....Ken Maxwell

KCBD

LUBBOCK—1946—MBS

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Caprock Bcstg. Co.
Business-Studio Address.....1803 Broadway
Phone Number 6348
Transmitter Location.....U. S. Hway. 84
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NAB
President, General Mgr.....Joe H. Bryant
Station Manager.....Robert L. Snyder
Commercial Manager.....C. L. Land
Chief Engineer.....R. F. Lee
Farm Editor.....Gene Looper

KFYO

LUBBOCK—1927—ABC-LONE STAR

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Plains Radio Bcstg. Co., Inc.
Business-Studio Address.....914 Ave. J
Phone Number 5567
Transmitter Location.....2312 Fifth St.
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service .....Standard
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....Gene A. Howe
General Manager.....O. L. Ted Taylor
Commercial Manager.....Leete Jackson
Sta., Sales Prom. Mgr.....Gordon Thompson
Program Director.....Bill Morgan
Production Director.....Alene Tierney
Chief Engineer.....W. S. Bledsoe
Farm Director.....Jack Creel

KSEL

LUBBOCK—1946

Frequency: 950 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Lubbock Bcstg. Co.
Business Address.....Box 1524
Phone Number 6376
Studio Address.....1412½ Texas Ave.
Transmitter Location....¼ Mi. E. of Lubbock city limits
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Hal Holman
President.....Walter G. Russell
Gen.-Sta. Mgr.....David P. Pinkston
Program Director.....S. A. Harral
Chief Engineer.....Roger V. Hively

KRBA

LUFKIN—1938—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Darrell E. Yates
Address .....Lufkin
Phone Number.....272, 1340
Air Time .....Unlimited
Representative.....Continental Radio Sales
Membership .....NAB
Owner, Promotion Manager...Darrel E. Yates

KTRE

LUFKIN—1947
MBS-LONE STAR-LIBERTY

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By....Forest Capital Bcstg. Co., Inc.
Business Address.....Box 701
Phone Number 1420
Studio Address.....114½ N. First St.
Transmitter Location.....Hway. 103
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....R. W. Wortham, Jr.
Gen. Sta. Manager.....Richman G. Lewin
Sales Promotion Manager.....Murphy Martin
Program Director.....Royce Christenson
Production Director.....Roger Sizoo
Publicity Dir., Chief Ann.....Hampton Keathly
Musical Director.....Marilyn Walker
Chief Engineer.....Fred Hill

KMHT

MARSHALL—1947
MBS-TEX. STATE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Marshall Bcstg. Co.
Business-Studio Address.....109 W. Rusk St.
Phone Number 7826
Transmitter Location.....Old Jefferson Hway.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
President.....J. P. Duncan
Station Manager.....Myrl Stein
Commercial Manager.....Robert Martin
Program Director.....Katie Hylton
Chief Announcer.....Bill Merrill
Chief Engineer.....R. L. Clay

KRIO

McALLEN—1947—ABC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Frontier Bcstg. Co., Inc.
Business Address.....P. O. Box 1551
Phone Number.....1700-1, 1440
Studio Address..Hway. 83, 1½ Mi. E. of city
Transmitter Location.....3 Mi. W. of Edinburg
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Weed
Membership .....NAB, BMB
President.....Gene L. Cagle
General Manager.....Ingham S. Roberts
Commercial Manager.....R. B. Brust
Program Director.....Wm. J. Crable
Publicity Director.....W. J. Dickson
Chief Announcer.....Stewart Gravmount
Chief Engineer.....Wm. Meiners
Farm Editor.....Cliff Brown

KMAE

McKINNEY—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By....McKinney Air Enterprises, Inc.
Bus.-Studio Address.....218 E. Virginia St.
Phone Number 183-4
Transmitter Location..1½ Mi. W. of McKinney
Air Time.....6 a.m.-local sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Hil F. Best
Membership .....NAB, BMB
Pres., Gen. Mgr.....George W. Smith, Jr.
Commercial Manager.....Melvin Belew
Ass't-Gen. Mgr., Pgm. Dir.....Denise Adkins
Chief Announcer.....C. W. Rampy
Chief Engineer.....G. W. Smith, Jr.
Farm Editor.....Page Johnson

KCRS

MIDLAND—1935—ABC

Frequency: 550 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Clarence Scharbauer, Jr., Ruth Scharbauer
Business-Studio Address...112 W. Missouri St.
Phone Number 1080
Transmitter Location.....½ Mi. W., Hiway 80
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative.....John E. Pearson
Membership .....NAB, BMB
General Station Manager.....J. M. McDonald
Comm., Sl. Prom. Mgr.....G. L. McDonald
Program Director.....Wayne Harrell
Production Director.....Tom Brown
Chief Announcer.....Keith Ward
Chief Engineer.....Tom Yates

KORC

MINERAL WELLS—1946—KBS LIBERTY

Frequency: 1140 Kc.....Power: 250 Watts d.
Owned-Operated By.....Raymond River
Business-Studio Address...Community Center
Phone Number.....319, 203
Transmitter Location.....South End of Town
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Hil F. Best
Commercial Manager.....Jim Roth
Program Director.....Ada Pearson
Publicity Director.....Bill George
Chief Announcer.....Kenneth Tucker
Musical Director.....Olie Carriker
Chief Engineer.....Raymond Blocker

KVKM

MONAHANS—1946 MBS-CACTUS-SOUTHWEST

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Monahans Bcstrs., Inc.
Address .....Radio Center
Phone Number 438-9
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....NAB, BMB
Pres., Gen. Mgr.....Charles W. Stuckey
Comm. Mgr.....Larry Fischer
Program Director.....Jacqui Tipton
Chief Engineer.....John A. Straight

KIMP

MOUNT PLEASANT—1948

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mt. Pleasant Bcstg. Co.
Business Address.....Box 990
Phone Number 915
Studio Trans. Location...W. on Dallas Hiway
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
President, General Manager. Winton O. Ward
Sales Promotion Manager.....Jessie Pate
Program Director.....Bob Lawrence
Chief Engineer.....Henry N. Fones

KOSF

NACOGDOCHES—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Kelly Bell
Address.....Lufkin Hgwy.
Phone Number 1115
Transmitter Location...1½ Mi. S. on Hiway 59
Air Time .....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth, KBS
Membership .....BMB
President.....Kelly Bell
Gen., Comm. Mgr.....J. C. Stallings
Chief Engineer.....Frank Murray

KSFA

NACOGDOCHES—1947—LIBERTY

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Nacogdoches Bcstg. Co., Inc.
Bus.-Studio Address.....1509 North St., P. O. Box 56, N. St. Station
Phone Number 860
Transmitter Location.....Pruitt Hill
Air Time .....Daytime
News Service .....AP
Transcription Service .....Capitol
Representative .....Paul Girard
Membership .....NAB
Pres., Gen.-Sta. Mgr...Wilbur Courtland Fouts
Commercial Manager.....Dick Kelly
Pgm., Prod. Dir.....Brunel Harvey
Chief Announcer.....A. D. Brown
Musical Director.....Ann Simon
Chief Engineer.....George Middlebrook

KECK

ODESSA—1947

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By..Ector County Bcstg. Co.
Business Address.....P. O. Box 1369
Phone Number 5791
Studio Address.....120 W. Third
Transmitter Location.....Hway. 80, 3 Mi. W.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service....Lang-Worth, Standard
Representative .....Paul Girard
Owner, Gen.-Sta. Mgr.....Ben Nedow
Comm. Sales Prom. Mgr.....Chuck Wilson
Program Director.....Roy Elsner
Production Director.....Maude Wilson
Publicity Directors..Ben Nedow, Chuck Wilson
Chief Announcer.....Greg Gregory
Musical Director.....Helen Smith
Chief Engineer.....John Rowlets
Farm Editor.....Frank Allan

KOSA

ODESSA—1947—CBS-SOUTHWEST

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Southwestern Bcstg. Corp.
Business-Studio Address.....115 W. 6th
Phone Number 4301
Transmitter Location.....Crane Hway.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative .....Taylor-Borroff
Membership .....NAB
President .....Paul Moss
General-Station Manager.....Cecil L. Trigg
Comm. Mgr.....Robert Montgomery
Sales Prom. Mgr.....Jay Mehaffey
Production Director.....John Guffey
Program Manager.....John Vacca
Publicity Director.....Virginia Heflin
Chief Announcer.....Al Taylor
Musical Director.....Lory Blalock
Chief Engineer.....James Simpson
News Edtior.....Ed Costello

KRIG

ODESSA—1945—MBS-LIBERTY CACTUS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By....Oil Center Bcstg. Co., Inc.
Business-Studio Address.....111 E. Fifth
Phone Number 6871
Transmitter Location....So. of City, Hway. 51
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....Hil F. Best
President.....R. O. Canon
General Manager.....Jack W. Hawkins
Station Comm. Manager....Marguerite LaRue
Program Production Director.Clarence Garmes
Publicity Director.....Flo Cox
Chief Announcer.....Gene Connors
Chief Engineer.....David Soule

KOGT

ORANGE—1947

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By....Sabine Area Bcstg. Corp.
Business-Studio Address.....407 10th St., P. O. Box 551
Phone Number 4381-2
Transmitter Location....3 Mi. N. of Orange on Hway. 87
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Transcription Service.....Associated, Capitol
Representative.....Hil F. Best

President .....J. Jacobs
Gen. Sta. Comm. Mgr.....Phillip Dusenbury
Program Director.....Mrs. Miriam Graham
Chief Engineer.....Richard Suggs
Farm Editor.....Rocky Stone

K N E T

PALESTINE—1936—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Palestine Bcstg. Corp.
Business-Studio Address..219 Municipal Bldg.
Phone Number 8686
Transmitter Location.....Jacksonville Hway.
Air Time.....6:30 a.m.-10 p.m.
News Service .....UP
Representative .....Ra-Tel
President.....B. A. Laurie
General Station Manager.....Eddie Evans
Commercial Manager.....Don Norton
Prog. Dir.-Chief Ann.....Marvin Crain
Publicity Director.....LaVeda Norris
Chief Engineer.....Jimmie Richardson

K P D N

PAMPA—1936—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....C. H. Hoiles, Harry Hoiles, Jane Hoiles Hardie
Address.....212 N. Ballard
Phone Number.....1100-1
Air Time.....Unlimited
News Service.....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership.....NAB, BMB
Partners.....C. H. Harry, Jane Hoiles
General Manager.....Ken Palmer
Promotion Manager.....Jean Peters
Comm. Mgrs.....Tom Capps, Elton Lathrop
Program Director.....Danny Sullivan
Chief Engineer.....Garth W. Osborne

K P L T

PARIS—1935—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....No. Star Bcstg. Co., Inc.
Address.....Cor. S. Main & W. Austin
Phone Number 1124-5-6
Transmitter Location.....Hway. 271
Air Time .....Unlimited
News Service .....AP
Representative.....John E. Pearson
Membership .....NAB
President.....A. Boyd Kelley
General Manager.....Julian L. Hill
Asst. Manager.....Ann Nipp
Program Director.....Ina Sheppard
Musical Director.....John Allen
Chief Engineer.....Paul H. Daniels

K I U N

PECOS—1935
MBS-KBS-SOUTHWEST-CACTUS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Jack Hawkins, Barney Hubbs
Business-Studio Address.....316 S. Cedar St.
Phone Number 21
Transmitter Location.....1 Mi. N. of Town
Air Time.....7 a.m.-11 p.m.
News Service .....UP
Gen.-Sta. Mgr.....Jack Hawkins
Comm. Mgr.....Don Brooks
Program Director.....W. D. Martin, Jr.
Chief Engineer.....Harry W. Boehnemann

K E Y E

PERRYTOWN—1948—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Great Plains Bcstg. Co.
Address .....Perryton
Phone Number 377
Transmitter Location.....½ Mi. W. City
Air Time.....6 a.m.-10:30 p.m.
News Service.....AP
Transcription Service....Lang-Worth, Capitol
President.....Carl Ellis
Gen., Sta., Comml. Mgr.....Irvin R. Buchanan
Sales Prom. Mgr.....Leo Wilmeth
Program Director.....Zeb Williams
Publicity Director.....Gus Henshaw
Chief Announcer.....Harry McFarling
Chief Engineer.....Coy Thompson

K V O P

PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....W. J. Harpole
Business-Studio Address.....Veigle Bldg.
Phone Number 1400
Transmitter Location.....Wayland College Grounds
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Capitol
Membership .....NAB, BMB
Pres., General Mgr.....W. J. Harpole
Station Manager.....Rial L. Campbell
Commercial Manager.....Bill Harrell
Sales Prom. Mgr.....Bob Zallermayer
Program Director.....Keith Loyd
Chief Announcer.....Norman Lord
Musical Director.....Billie Joe Ogletree
Chief Engineer.....Clark Norris

K O L E

PORT ARTHUR—1947—LIBERTY

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Port Arthur Bcstg. Co.
Business Address.....P. O. Box 1126

Phone Number 2-9436-7-8
Studio Address.....Payne Bldg., Fourth at Fort Worth Sts.
Transmitter.....Pt. Arthur-Beaumont Hiway
Air Time.....5:55 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Friedenberg
Membership .....NAB
General-Station Manager.....Socs Vratis
Commercial Manager.....Glenn Hewitt
Sales Promotion Mgr.....Mary Ann Baker
Program Director.....Mary Anne Petru
Prod. Dir., Chief Ann.....Gene O'Bannon
Publicity Director.....Sig Mathiessen
Musical Director.....Jerry Oppel
Chief Engineer.....Jerry Dorminy

KPAC

PORT ARTHUR—1934—MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Port Arthur College
Bus.-Studio Address.....1515 Lakeshore Dr.
Phone Number 7458
Transmitter Location.....Orange Hway.
Air Time.....Unlimited
News Service .....AP
Transcription Service.....Standard, World
Membership .....NAB
President, Gen. Manager.....W. D. Mauldin
Station-Comm. Manager...Marjorie R. Vickers
Sales Prom. Mgr.....George Crouchet, Jr.
Program Director.....Corinne Enos
Prod. Pub. Director.....Mack Newberry
Chief Announcer.....Joel Swanson
Chief Engineer.....Glenn Boatright

KFRD

ROSENBERG—1948

Frequency: 980 Kc.....Power: 5000 Watts d.
Owned-Oper. By..Ford Bend County Bcstg. Co.
Business Address.....P. O. Box 832
Phone Number 980
Studio Address.....3440 Ave. H
Transmitter Location.....Extension of Ave. N.
Air Time.....6 a.m.-Sunset
News Service .....UP
Transcription Service .....Capitol
Representative.....Hill F. Best
President.....Mart Cole, Sr.
General, Commercial Manager..Jim Hairgrove
Pgm., Prod., Musical Dir.....Bob Cutting
Chief Engineer.....Frank Wood

KGKL

SAN ANGELO—1928—ABC

Frequency: 960 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....KGKL, Inc.
Business-Studio Address....St. Angelus Hotel
Phone Number 6715
Transmitter Location.....Robert Lee Rd.
Air Time .....Unlimited
News Service .....AP
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....H. C. Ragsdale
General-Station Manager....Lewis O. Seibert
Commercial Manager.....Robert Bradbury
Program Director.....Jeanne Rau
Publicity Director.....Jane Bosworth
Chief Engineer.....William Poteet

KTXL

SAN ANGELO—1947
MBS-LONE STAR

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Wes-Tex Bcstg. Co., Inc.
Bus.-Studio Address.....1901 W. Beauregard
Phone Number 7183
Transmitter Location.....Robert Lee Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative .....Taylor-Borroff
Membership .....NAB
President.....Armistead D. Rust
Station Manager.....Robert M. Baird
Commercial Manager.....D. J. Hostetter
Publicity Director.....Robert McClellen
Traffic Director.....Mrs. Jocelle Harlow
Program Director.....Don Phillips
Chief Engineer.....Robert Benson
Farm Editor.....W. D. Reese

KABC

SAN ANTONIO—1926
ABC-TEX. STATE

Frequency: 680 Kc.....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Oper. By.....Alamo Bcstg. Co., Inc.
Business-Studio Address.....Milam Bldg.
Phone Number .....Fannin 3126
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....John Blair
Membership .....NAB, BMB
President.....Gene L. Cagle
Station Manager.....Bill Michaels
Promotion Manager.....L. Jerry Spengler
Commercial Manager.....E. L. Colbourn
Chief Engineer.....Joseph B. Haigh

KCOR

SAN ANTONIO—1948

Frequency: 1350 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....KCOR, Inc.

Business-Studio Address.....214 Broadway
Phone Number.....Cathedral 1301
Air Time .....Unlimited
Representative .....Everett McKinney
Membership .....NAB
President.....Raoul A. Cortez
Manager.....Charles F. Harris
Commercial Manager.....William P. Smythe

KITE

SAN ANTONIO—1947

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By....Charles W. Balthrope
Business-Studio Address....315 Transit Tower
Phone Number.....Fannin 0335
Transmitter Location.....Dartmouth at Stephenson Rd.
Air Time.....5 a.m.-Sunset
News Service .....AP
Representative .....IMS
General-Station Mgr.....Charles W. Balthrope
Commercial Manager.....Alex A. Coe
Program, Music Director.....Alec Chesser
Chief Engineer.....John Siercovich

KIWW

SAN ANTONIO—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By....Good Neighbor Bcstg. Co.
Address.....518 W. Houston St.
Phone Number.....Fannin 5255
Air Time .....Daylight
Representative .....McGillvra
General Manager.....Manuel D. Leal
Program Director.....Perez Del Rio
Chief Engineer.....L. E. Richards

KMAC

SAN ANTONIO—1926
MBS-TEX. STATE

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Walmac Co.
Bus.-Studio Address..222-224 W. Commerce St.
Phone Number.....Cathedral 6211
Transmitter Location.....Hway. 87, Martinez-Converse Rd.
Air Time.....5 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Lang-Worth, Cole
Representative.....John E. Pearson
Owner, Gen.-Station Mgr...Howard W. Davis
Prog.-Prod. Director.....Tony Bessan
Publicity Director.....Betty Nunley
Chief Engineer.....Charles L. Brady
Farm Editor.....Harry O'Connor

KONO

SAN ANTONIO—1927

Frequency: 1400 Kc (CP 860). Power: 250 Watts (CP. 5000 d., 1000 n.)
Owned-Operated By.....Eugene J. Roth
Address.....Box 2338, 317 Arden Grove
Phone Number.....Fannin 5171
Air Time .....Unlimited
News Service .....AP
Representative .....Forjoe
Membership .....NAB, BMB
Owner.....Eugene J. Roth
General Manager.....Jack L. Pink
Asst., Sta. Mgr.....Bob Roth
Commercial Manager.....James M. Brown
Program-Production Dir.....Robert F. Jenkins
Chief Announcer.....Ray Hunt
Chief Engineer.....George Ing

KTSA

SAN ANTONIO—1922—CBS
LONE STAR

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Sunshine Bcstg. Co.
Business-Studio Address.....Ave. E. & 3rd St.
Phone Number.....Garfield 1251, 3131
Transmitter Location.....Eisenhower Rd.
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service..Associated, MacGregor
Representative.....Free & Peters
President.....Frank G. Huntress, Jr.
Genl. Station, Comm. Mgr.....Charles D. Lutz
Program Director.....N. E. Thompson
Chief Engineer.....W. G. Egerton

WOAI

SAN ANTONIO—1922—NBC

Frequency: 1200 Kc.....Power: 50,000 Watts
Owned-Oper. By....Southland Industries, Inc.
Business-Studio Address....1031 Navarro St., P. O. Box 2641
Phone Number.....Garfield 4221
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service.....Standard, Capitol
Representative .....Edward Petry
Membership .....BMB
Chairman of Board.....G. A. C. Halff
General Manager.....Hugh A. L. Halff
Commercial Manager.....Jack Keasler
Program Director.....Jerome Lee
Promotion Manager.....Dallas Wyant
Chief Engineer.....Charles L. Jeffers

KCNY

SAN MARCOS—1948—LIBERTY

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Central Bcstg. Co.
Address .....Box 32
Phone Number.....888
Studio Trans. Location.....1105 McKie St.
Air Time.....6 a.m.-Sunset
News Service.....UP

Transcription Service.....Capitol
Pres., Genl., Sta. Mgr.....Frank H. Stewart
Comm., Sales Prom. Mgr.....Dub Thomas
Prog. Dir., Farm Editor.....Jim Bell
Chief Engineer.....Merl Saxon

KWED

SEGUIN—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Weldon Lawson
Business-Studio Address.....200 S. Camp St.
Phone Number.....1580, 1438
Transmitter.....½ Mi. N. on McQueeney Rd.
Air Time.....Daytime
News Service.....UP
Transcription Service.....Lang-Worth
Membership.....NAB
Gen., Station Mgr.....Garfield Kiel
Comm., Sales Prom. Mgr.....Ed Moore
Prog. Dir., Chief Announcer...Henry Lehnhoff
Chief Engineer.....Richard Zuehl
Farm Editor.....Ed Moore

KEVA

SHAMROCK—1949

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By...Shamrock Texas Bcstg. Co.
Address.....P. O. Box 20
Phone Number.....620
Air Time.....Daytime
News Service.....UP
Transcription Service.....Lang-Worth
President.....Albert Cooper
General Manager.....John Kennedy
Commercial Manager.....Charles Cooper
Pgm. Dir., Chief Engr.....Acton Tillery

KRRV

SHERMAN-DENISON—1936
MBS-TEX. STATE

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Red River Valley Bcstg. Corp.
Business Address.....421 N. Crockett St.
Phone Number.....201
Studio Address....421 N. Crockett, Sherman; Cor. Fannin & Owing Sts., Denison
Transmitter Location..Hway. 75 bet. Sherman & Denison
Air Time..... 6a.m.-M.
News Service.....UP
Transcription Service.....World, MacGregor
Representative.....John E. Pearson
President.....G. H. Wilcox
General Manager.....L. L. Hendrick
Mgr. Denison Studio.....W. E. Wilcox
Program Director.....Tom E. Spellman
Chief Announcer.....Norman Phillips
Chief Engineer.....Tom John

KTAN

SHERMAN—1947—KBS

Frequency: 1500 Kc.....Power: 250 Watts d.
Owned-Operated By.....Sherman Bcst. Corp.
Business-Studio Address.....P. O. Box 661
Phone Number.....2910
Transmitter Location..½ Mi. N. of Sherman on Hway. 75
Air Time.....Daytime
News Service.....AP
General-Station Manager.....E. T. Fant, Jr.
Program Director.....Bill Jaco
Production Director.....Mary Claycomb
Chief Announcer.....Jim Shelton
Chief Engineer.....Paul Phillips

KSNY

SNYDER—1949

Frequency: 1280 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Blake-Formby Bcstg. Co.
Address.....Snyder
Phone Number.....810
Air Time.....Daytime
News Service.....UP
Transcription Service.....Lang-Worth
Owners.....John Blake, Marshall Formby
General Manager.....Marshall Formby
Comm. Mgr., Pgm. Dir.....Clint Formby
Chief Engineer.....Roy Johnson

KDWT

STAMFORD—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....David W. Ratliff
Business Address.....Stamford
Phone Number.....840, 866
Studio-Transmitter Location.....Hway. 380
Air Time.....7 a.m.-10 p.m.
News Service.....AP
Transcription Service.....Keystone
General-Station Manager.....David W. Ratliff
Comm., Sales Prom. Mgr.....James Calhoun
Program, Production Director..Lahoma Dickson
Publicity Director.....Earl Williams
Chief Engineer.....O. P. Davis
Farm Editor.....Sydney Porter

KSTV

STEPHENVILLE—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By..Stephenville Bcstg. Co.
Business Address.....Box 34
Phone Number.....950
Studio Address.....140½ S. Belknap
Transmitter Location.....Dublin Hway.
Air Time.....7 a.m.-5:30 p.m.
News Service.....UP
Transcription Service.....Keystone, Standard
Membership.....NAB

Gen., Station, Comm. Mgr.....Frank E. Elkins
Sales Prom. Mgr., Pgm., Prod. Dir.....Al Kane
Chief Announcer.....Pat Narry
Musical Director.....Bobbie Grant
Chief Engineer.....Walter C. Lacy
Farm Editor.....Bob Smith

K S S T

SULPHUR SPRINGS—1947
MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Hopkins County Bcstg. Co.
Bus.-Studio Address.....Pully Bldg.
Phone Number 1230
Transmitter Location.....Radio Rd.
Air Time .....Unlimited
News Service .....AP
President.....William N. Edwards
Gen.-Sta. Mgr.....Bill Bradford
Commercial Manager.....Clovis Pinion
Pgm. Dir., Chief Anncr.....Tom Brubaker
Chief Engineer.....William E. Bradford, Jr.

K X O X

SWEETWATER—1939—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Sweetwater Radio, Inc.
Operated By..J. S. McBeath, J. Harley Hubbard
Bus.-Studio-Transmitter Address.....Box 570, Roby Hway.
Phone Number 4655-6
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service.....Standard, KBS
Representative.....Hil F. Best
President.....J. S. McBeath
Gen.-Station Comm. Mgr....J. Harley Hubbard
Sales Prom. Manager.....Elwood Fritch
Program Director.....Jack Funk
Chief Announcer.....Jack Logan
Chief Engineer.....J. T. Allen

K T A E

TAYLOR—1948

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KTAE, Inc.
Business Address.....Box 191
Phone Number 1260
Studio Address.....121½ E. 2nd St.
Transmitter Location.....Hway. 95
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Pres., Gen., Comm. Mgr.....Graham Gillis Conoley
Pgm. Dir., Chf. Anncr.....R. S. Heller
Chief Engineer.....Gordon W. Rainey

K T E M

TEMPLE—1936—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bell Bcstg. Co., Inc.
Business-Studio Address.....17 S. Third St.
Phone Number 5252-3
Transmitter Location.....½ Mi. N. of Temple
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
President.....Frank W. Mayborn
General Manager.....Burton Bishop
Commercial Manager.....J. E. Callaway
Chief Engineer.....Curtis Casey

K C M C

TEXARKANA—1932
ABC-TEX, STATE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....KCMC, Inc.
Business-Studio Address.....317 Pine St.
Phone Number 3-6151
Transmitter Location.....Summerhill Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....C. E. Palmer
General Manager.....Frank O. Myers
Commercial Manager.....Thomas Dillahunty
Program Director.....Herman Cecil
Production Director.....Don Myers
Chief Engineer.....Harvey Robertson

K T F S

TEXARKANA—1946
MBS-RAZORBACK-LBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Texarkana Bcstg. Co.
Bus.-Studio Address....409½ State Line Ave.
Phone Number 35-123-4
Transmitter Location.....S. Robison Rd.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NAB
Pres., Gen. Mgr.....David M. Segal
Studio Director.....Les Eugene
Local Commercial Manager...Martin O. Enger
Production Director.....Frank Thomas
Musical Director.....Wally Hoy
Chief Announcer.....Norman Bale
Chief Engineer.....David Wommack

KTLW
TEXAS CITY—1948

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Texas City Bcstg. Service
Business-Studio Address...Showboat Theater Bldg.
Phone Number 2240
Transmitter Location.....Moses Lake
Air Time.....Sunup to Sunset
News Service .....UP
Transcription Service.....Capitol, Thesaurus
President.....J. G. Long
General Manager.....Joe Brown
Station Manager.....Wally Pierre
Program Director.....Carl Kayser
Chief Announcer.....Charles Harrison
Chief Engineer.....M. D. Wagner

KGKB
TYLER—1930—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....E. Texas Bcstg. Co.
Business-Studio Address.....115 S. College
Phone Number 23875
Transmitter Location.....State Park Hiway
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative...John E. Pearson, Gene Grant
Membership .....NAB, BMB
President, General Manager...James G. Ulmer
Station Manager.....Mort Silverman
Sales Prom. Mgr.....Joe Campbell
Commercial Manager.....W. E. Moore
Program Director.....J. Edwin Smith
Chief Engineer.....Hudson C. Collins

KTBB
TYLER—1947—LIBERTY-LONE STAR

Frequency: 600 Kc.....Power: 500 Watts d.
Owned-Operated By....Blackstone Bcstg. Co.
Business-Studio Address.....Blackstone Hotel
Phone Number 4-7278
Transmitter Location.....Morningside Dr.
Air Time.....6 a.m.-sunset
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Taylor-Borroff
Membership .....NAB, BMB
Director.....S. H. Bothwell
General-Station Manager.....M. E. Danbom
Asst. Mgr., Pub. Dir.....David Bothwell
Pgm. Dir., Chief Anncr.....Don Tausch
Production Director.....Jack Reavley
Chief Engineer.....Robert A. Wileman
Farm Editor.....Sam Whitlow

KVOU
UVALDE—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Uvalde Bcstrs., Inc.
Address.....1450 Batesville Rd.
Phone Number.....717
Air Time.....6:15 a.m.-11 p.m.
News Service .....UP
Membership .....NAB
President-General Mgr.....Edward J. Harpole
Station Manager.....Burney Jones
Commercial Manager.....Joe Watson, Jr.
Program Director.....Eldon Coward
Publicity Director.....Stan Benson
Chief Engineer.....Bob Hicks

KVWC
VERNON—1939—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Northwestern Bcstg. Co.
Business-Studio Address.....1813 Wilbarger
Phone Number 1048-9
Air Time .....Unlimited
Representative .....Clark
Commercial Manager.....John Crabtree

KNAL
VICTORIA—1949

Frequency: 1410 Kc.....Power: 500 Watts d.
Owned-Operated By.....Victoria Bcstg. Co.
Address .....Box 1410
Phone Number 1410
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Representative.....Hil F. Best
President .....Truman Belcher
Commercial Manager.....Pat Reed
Pgm. Dir., Prom. Mgr.....Carruth Palmer
Chief Engineer.....Russell C. Walters

KVIC
VICTORIA—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....KVIC Bcstg. Co.
Business Address..Victoria Bank & Trust Bldg.
Phone Number 1106-7
Studio-Transmitter Location.....Cuero Hway.
Air Time.....5 a.m.-M.
News Service .....AP
Transcription Service .....Capitol
Membership .....BMB
President.....J. G. Long
Gen., Sta. Mgr.....Robert Tharp
Comm.-Sales Prom. Mgr.....Jim Trueheart
Program Director.....Robert Cutting
Production Director.....Patricia Breech
Chief Anncr., Farm Editor.....Jim Traber
Chief Engineer.....Robert McCown

KWTX
WACO—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KWTX Bcstg. Co.

Business-Studio Address.....108½ So. 6
Phone Number 3-7331
Transmitter Location.....35 Mi. S.W. of 12th on Pierrard Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Everett McKinney
Membership .....NAB
President.....Gov. Beauford Jester
Gen.-Sta. Manager.....M. N. Bostick
Commercial Manager.....J. M. Brinegar
Sales Prom. Manager.....Rex Bodoin
Prog. Dir., Farm Editor.....Gerry Lansing
Program Director.....C. L. Hinkle
Production Director.....Al Mankin
Publicity Director.....Bobby Martin
Chief Announcer.....Byron Lowrey
Musical Director.....Lucille Novich
Chief Engineer.....L. R. Grubbs
Farm Editor.....Johnny Watkins

WACO

WACO—1922—ABC

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Business-Studio Address.....Amicable Bldg.
Phone Number 9315
Transmitter Location.....So. 12th St. Rd.
Air Time.....6a.m.-M.
News Service .....AP
Representative .....Weed
Membership .....NAB
President .....Gene Cagle
General Manager.....R. Lee Glasgow
Commercial Manager.....Stanley E. Wilson
Program Director.....Bob H. Walker
Chief Engineer.....Jesse Dove

KRGV

WESLACO—1927—NBC-LONE STAR

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By.....Taylor Radio & TV Corp.
Bus.-Studio-Transmitter Address..201 Border St.
Phone Number 375
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....Lang-Worth, SESAC
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....O. L. Ted Taylor
General Manager.....Byron W. Ogle
Asst. Manager.....Dick Watkins
Commercial Manager.....Sallye E. Jones
Sales Prom. Manager.....Ted Cressner
Program Director.....Jim Cook
Publicity Director.....Thelma Pearce
Chief Announcer.....Dick Harwell
Chief Engineer.....O. L. Hartwig

KFDX

WICHITA FALLS—1947
ABC-LONE STAR

Frequency: 990 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.Wichtex Radio & TV Co.
Bus.-Studio Address.....City National Bank Bldg., P. O. Box 2331
Phone Number 2-8668
Transmitter Location.....Iowa Park Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....Darrold A. Cannan
Gen., Sta. Mgr.....W. P. Hood
Commercial Manager.....Sid Grayson
Sales Prom. Manager.....John Edwards
Program-Production Director.....George Craig
Publicity Director.....Mike Carpenter
Chief Engineer.....John Adams

KTRN

WICHITA FALLS—1948—MBS-LBS

Frequency: 1290 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Texoma Bcstg. Co.
Address.....917½ Scott St.
Phone Number 2-5214
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative .....Pearson
President.....James B. Barnett
Gen., Comm. Mgr.....Boyd Kelley
Pgm. Dir., Prom. Mgr.....Bill Richie
Chief Engineer.....Bob Harmon

KWFT

WICHITA FALLS—1939—CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....KWFT, Inc.
Business-Studio Address.....Kemp Hotel
Phone Number 4182
Transmitter Location.....2½ Mi. W.N.E. of Resettlement Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....John Blair
Membership .....NAB, BMB
President, General Manager....Kenyon Brown
Station Manager.....Charles E. Clough
Comm. Sales Prom. Manager.....A. L. Pierce
Program, Production Director..Blaine Cornwell
Musical Director.....Lillie Mae Comiskey
Chief Engineer.....Herbert T. Wiley
Farm Editor.....Burnis Arnold

UTAH

Estimated Population 682,000—Increase +24.0%—Radio Homes 176,000
Radio Families 179,000—Stations in State 18

KBUH

BRIGHAM CITY—1948

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Samuel L. Stephens, Sr.
Address.....948 W. Forest St.
Phone Number 948-9
Air Time .....Sunrise-sunset
News Service .....UP
Membership .....NAB
General Manager.....Samuel L. Stephens, Sr.
Comm.-Sales Prom. Manager...Wade Ebeling
Pgm.-Prod.-Pub. Dir.....J. D. Stewart
Sta. Mgr.-Chf. Engr.....Sam Stephens, Jr.

KSUB

CEDAR CITY—1937—CBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....So. Utah Bcstg. Co.
Bus.-Studio Address.....El Escalante Hotel
Phone Number 398-9
Transmitter Location...7 Mi. W. of Cedar City
Air Time .....Unlimited
Transcription Service .....World
Membership .....NAB
President .....Ivor Sharp
Gen. Mgr.....Roscoe A. Grover
Comm.-Sls. Prom. Mgr.-Pgm. Dir..Arthur Higbee
Musical Director.....Roy Halverson
Chief Engineer.....Hurschell Urie
Farm Editor.....Roscoe A. Grover

KVNU

LOGAN—1938
MBS-KBS-INTERMOUNTAIN

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Cache Valley Bcstg. Co.
Address.....Box 264, 1393 N. Main St.
Phone Number 1400-1
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Membership .....NAB
President .....Herschel Bullen
Gen.-Sta.-Comm.-Sales Prom. Mgr.,
Publicity Director.....Reed Bullen
Prog.-Prod.-Musical Dir., Chief
Announcer .....Don Reber
Chief Engineer.....Delmont Olesen
Farm Editor.....Reed Bullen

KMUR

MURRAY—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Murray Bcstg. Service
Address.....4646 So. State St.
Phone Number.....Murray 1360
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Langworth, Capitol
Membership .....NAB
Pres.-Gen. Mgr.....Oral J. Wilkenson
Station Manager.....James Petersen
Commercial Manager.....Howard Pingree
Pgm.-Prod. Dir.....Gil Henry
Musical Director.....Lennie Hesterman
Chief Engineer.....Fred Weibell
Farm Editor.....George Balding-Jack Spencer

KLO

OGDEN—1924
MBS-INTERMOUNTAIN

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Interstate Bcstg. Corp.
Bus.-Studio Address....425 25th St., Hotel Ben Lomond
Phone Number 5721
Transmitter Location .....Kanesville
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB
President .....Edris Glassmann
General Manager.....George C. Hatch
Station Manager.....George B. Morgan
Comm. Mgr., Prog. Dir.....Collin W. Lowder
Sales Prom. Manager.....Clinton Raymond
Production Director.....Doug Stringfellow
Publicity Director.....Al Weeks
Chief Announcer, Musical Dir...Dean Thueson
Chief Engineer.....Wayne T. Boothe

KOPP

OGDEN—1947—KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....James B. Littlejohn
Address .....Route 2
Air Time .....Daytime
News Service .....AP
Transcription Service..Lang-Worth, Associated
Representative .....Friedenberg
General Manager.....James B. Littlejohn
Assistant Manager.....F. J. Wineriter

KVOG

OGDEN—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....United Bcstg. Co.
Business Address.....P. O. Box 325
Phone Number 2-7535

Studio-Transmitter Location..1538 Gibson Ave.
News Service .....UP
Transcription Service.....World, Standard
President, General Mgr.....Arch G. Webb
Commercial Manager.....Joe T. Johnson
Chief Engineer.....Gerald W. Peterson

KOAL

PRICE—1936
MBS-INTERMOUNTAIN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Utah Bcstg. Co.
Address .....Price
Phone Number.....Price 200
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....UP
Pres., Gen.-Sta. Manager.....Jack Richards
Sls. Prom. Mgr.-Pub. Dir.....Carl P. Wolfrom
Chief Engineer.....Leo E. Reid

KCSU

PROVO—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..The Central Utah Bcstg. Co.
Business Address.....P. O. Box 550
Phone Number 2802-3
Studio-Transmitter Location.....12th South & University Ave.
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service.....Standard, Capitol
Representative .....Biddick
President.....Frank A. Van Wagenen
Gen.-Sta. Mgr.....Harold E. Van Wagenen
Pgm. Dir.-Chf. Anncr.....ElDean Bennett
Comm.-Sls. Prom. Mgr.....John T. Hyde
Acting Chief Engineer.....Merlin North

KNEU

PROVO—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lester R. Taylor
Address .....Provo

KOVO

PROVO—1939
MBS-INTERMOUNTAIN

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....KOVO Bcstg. Co.
Business-Studio Address....108 W. Center St.
Phone Number 1680
Transmitter Location.....651 W. 16th So.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB
President.....Clifton A. Tolboe
General-Station Mgr.....Arch L. Madsen
Commercial Manager.....L. H. Curtis
Sls. Prom. Manager.....Dewain Silvester
Pgm.-Prod. Dir.....James H. Lawrence
Publicity Director.....Chris Sanders
Chief Engineer.....Henry Keyes

KSVC

RICHFIELD—1947
INTERMOUNTAIN

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By..Sevier Valley Bcstg. Co.
Business Address .....Richfield
Phone Number.....690
Transmitter Location.....East on 4th South
Air Time .....Sunrise-Sunset
News Service.....UP
Transcription Service.....World, SESAC
President.....William L. Warner
Representative .....Avery Knodel
Gen. Sta.-Comm. Mgr...William L. Warner, Jr.
Pgm.-Prod.-Pub. Dir.....Frank Peacock
Chief Engineer.....David I. Hansen

KALL

SALT LAKE CITY—1945
MBS-INTERMOUNTAIN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Salt Lake City Bcstg. Co.
Business-Studio Address.....146 S. Main St.
Phone Numbers 4-3561, 4-1843, 5-6951
Transmitter Location.....334 W. Gregson
Air Time.....6 a.m.-1 a.m.
News Service.....UP
Representative.....Avery-Knodel, Inc.
President.....George C. Hatch
Exec. Vice-Pres.-Mgr.....Alvin G. Pack
Nat'l Sales Mgr.....Lynn L. Meyer
Sales Manager.....Thomas H. Anderson
Sales Promotion Mgr.....Craig Rogers
Program Director.....Jack Paige
Publicity Director.....Jack Goodman
Director of Engineering.....W. D'Orr Cozzons

U T A H

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.

ROCKY MOUNTAIN ASSOCIATED PRESS BROADCASTERS

Director for Colorado and Wyoming: Douglas Kahle—KCOL, Fort Collins, Colo.

Director for Montana: Franz Robischon—KBMY, Billings, Mont.

Continuing Study Committeeman for Utah: Ivor Sharp—KSL, Salt Lake City

KDYL

SALT LAKE CITY—1922
NBC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Intermountain Bcstg. & Telev. Corp.
Business-Studio Address.....143 S. Main
Phone Number 5-2991
Transmitter Location.....33rd So. & 9th W.
Air Time .....Unlimited
News Service .....INS, UP
Transcription Service ..Associated, Thesaurus
Representative .....John Blair
Pres.-General Mgr.....S. S. Fox
Commercial Manager.....George A. Provol
Program Director.....Emerson Smith
Promotion Director.....Del Leeson
Chief Engineer.....John M. Baldwin

KNAK

SALT LAKE CITY—1945

Frequency' 1280 Kc...Power: 10000 Watts, d.; 500 n.
Owned-Operated By....Granite District Radio Bcstg. Co.



Business-Studio Address..219 Continental Bank Bldg.
Phone Number.....4-3685
Transmitter Location.....1016 S. 6th St. W.
Air Time.....6:30 a.m.-1 a.m.
News Service.....AP
Representative .....IMS
President.....Howard D. Johnson
General Mgr.....Richard F. Connor
Station Manager.....Thomas M. Ivory
Commercial Manager.....Richard I. Nicholes
Sls. Prom. Mgr.....Thomas M. Ivory
Program Director.....Robert P. Crawford
Publicity Director-Musical Director .....Gloria Whitney
Chief Announcer.....Bruce Vanderhoof
Chief Engineer.....Michael May
Farm Editor.....Theron Johnson

KSL

SALT LAKE CITY—1924—CBS

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Oper. By..Radio Service Corp. of Utah
Bus.-Studio Address.....10 S. Main St.
Phone Number 5-4641
Transmitter Location .....Saltair
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service.....World, Associated
Representative .....Radio Sales
Membership .....NAB, BMB
President.....J. Reuben Clark, Jr.
Exec. Vice President.....Ivor Sharp
Station Manager.....C. Richard Evans
Commercial Manager.....Frank B. McLatchy
Sls. Prom. Mgr.-Pub. Dir.....Sherril Taylor
Prog.-Prod. Dir.....Edward Kimball
Chief Engineer.....Vincent Clayton
Farm Director.....Elvon Orme

KUTA

SALT LAKE CITY—1938
ABC-ROCKY MOUNTAIN

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By.....Utah Bcstg. & Telev. Co.
Business-Studio Address.....29 S. State St.
Phone Number 3-2737
Transmitter Location.....No. Salt Lake City
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service.....World, Standard
Representative .....Hollingbery
Membership .....NAB, BMB
President, General Mgr.....Frank C. Carman
Sta. Mgr., Prog. Dir.....Ray Fadel
Commercial Manager.....John Schile
Sales Prom. Mgr., Pub. Dir.....Al Thomas
Production Director.....George Ross
Chief Announcer.....Marshall Small
Musical Director.....Ed Stoker
Chief Engineer.....Wendell Bell
Farm Editor.....Harry Warren

KJAM

VERNAL—1947—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Uintah Bcstg. Co.
Bus.-Studio-Transmitter Address..Hotel Vernal
Phone Number 494
Air Time.....7 a.m.-10 p.m.
News Service .....UP
Transcription Service.....World, Keystone
Representative .....W. S. Grant
President.....James C. Wallentine
Gen.-Sta. Mgr., Chief Announcer...Lee Walker
Comm.-Sales Prom. Mgr.....Grant E. Parry
Prog.-Musical Dir., Chief Engineer.....E. W. Boelter
Prod. Dir., Farm Editor.....J. D. Jones
Publicity Director.....G. M. Bosworth

VERMONT

Estimated Population 369,000—Increase + 2.6%—Radio Homes 102,000
Radio Families 104,000—Stations in State 8

WTSA

BRATTLEBORO—1949—GRANITE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Granite State Bcstg. Co.
Address .....Brattleboro
Air Time .....Unlimited
Representative .....Bolling
President.....William J. Barkley
General Manager.....W. F. Rust, Jr.
Commercial Manager.....Ralph Gottlieb

WCAX

BURLINGTON—1931—CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAX Bcstg. Corp.
Business-Studio Address.....135 Main St.
Phone Number.....Burlington 2000
Transmitter Location .....Colchester
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Associated
Representative .....Weed
Membership .....NAB, BMB
Pres., Gen.-Station Mgr.....C. P. Hasbrook
Sta.-Sales Prom. Mgr.-Pub. Dir.....J. D. Swan
Commercial Manager.....T. B. Braine
Prog.-Prod.-Musical Dir.....Milton Slater
Chief Engineer.....James W. Tierney
Farm Editor.....L. F. Killick

WJOY

BURLINGTON—1946—ABC—UBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Vermont Bcstg. Corp.
Bus.-Studio-Transmitter Location..633 Main St.
Phone Number.....Burlington 5400
Air Time .....Unlimited
News Service .....AP
Representative.....William G. Rambeau
Membership .....NAB
President.....David W. Howe
Sta. Mgr., Prog. Dir.....Alfred E. Spokes
Pub. Dir.-Chief Engineer.....John C. Quill
Farm Editor.....Ben Oman, Jr.

WSKI

MONTPELIER-BARRE—1947—NBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Montpelier-Barre Bcstg. Co.
Business Address:...Union Mutual Bldg., Montpelier
Phone Number.....Montpelier 1740
Transmitter Location.....Country Club Dr.
Air Time .....6 a.m.-11p.m.
News Service.....AP
Transcription Service.....Lang-Worth
Representatives....Kettell-Carter, W. S. Grant
Membership .....NAB, BMB
President.....B. M. Jacobsen
General Manager.....Paul H. Martin
Program Director.....Robert Bannon
Chief Engineer.....L. C. Davis

VERMONT

WHY IS AP THE BEST?

BECAUSE—AP is more experienced than any other news service . . . more than 100 years collecting and distributing news.

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President: Leland Bickford — Editor-in-Chief, Yankee Network, Boston

Director for Vermont: A. E. Spokes—WJOY, Burlington

VERMONT

WSYB

RUTLAND—1930—MBS-YANKEE

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Philip Weiss Music Co.
Bus.-Studio Address.....35 Washington St.
Phone Number 1247
Transmitter Location.....Door Dr.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Joseph Hershey McGillvra, Bertha Bannon
Pres., Comm. Mgr.....Philip Weiss
Station Manager.....J. H. Weiss
Chief Engineer.....Norval K. Ramson, Jr.

WWSR

ST. ALBANS—1942—GREEN MT.

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Vermont Radio Corp.
Business-Studio Address.....75 N. Main St.
Phone Number 1390
Transmitter Location.....St. Albans
Air Time.....6:30 a.m.-Sunset
News Service .....UP
Transcription Service .....World
Representative.....Walker, Bertha Bannan
Membership .....NAB, BMB
President-Gen. Mgr.....Lloyd Squier
Sta.-Comm.-Sales Prom. Mgr...Warren Marsden
Prog.-Prod. Dir.....C. Stuart Perry
Chief Engineer.....Theodore Boisvert

WTWN

ST. JOHNSBURY—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Twin State Bcstrs. Inc.
Address .....Box 336
Phone Number 2344
Air Time .....Unlimited
News Service .....UP
Transcription Service.....SESAC, Lang-Worth
Representative .....McGillvra
President.....E. Dean Finney
Co-Mgrs.....J. F. McKernan, E. D. Finney
Program Director.....Gordon James Platt
Chief Engineer.....James F. McKernan

WDEV

WATERBURY—1931—MBS

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lloyd E. Squier
Business-Studio Address.....8 Stowe St.
Phone Number 400-1
Transmitter Location.....Blush Hill
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Keystone
Representative .....Walker
Membership .....BMB
Owner, Gen.-Sta.-Comm. Mgr...Lloyd E. Squier
Program Director, Chief Announcer.....Thomas L. Dodd, Jr.
Production Director.....Craig S. Parker
Chief Engineer.....Harold M. Grout

VIRGINIA

Estimated Population 3,102,000—Increase + 15.9%—Radio Homes 716,000
Radio Families 786,000—Stations in State 53

WPIK

ALEXANDRIA—1945

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Potomac Bcstg. Corp.
Business-Studio Address.....523 First St.
Phone Number.....Overlook 3000
Transmitter Location.....504 Telegraph Rd.
Air Time .....Daytime
News Service .....AP
Transcription Service.....World, Lang-Worth
Pres.-Gen.-Comm. Mgr.....Howard B. Hayes
Pgm.-Prod. Dir.-Cf. Engr.....Carl L. Lindberg
Chief Announcer.....Tony Howard
Musical Director.....Barbara Power

WARL

ARLINGTON—1946

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....No. Virginia Bcstrs., Inc.
Bus.-Studio Address.....3102 10th Road No.
Phone Number.....OWens 7800
Transmitter Location...Nr. Bailey's Crossroads
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Standard, Capitol
Representative .....IMS
Membership .....NAB
Co-Owners.....R. Kilbourne Castell, Frank U. Fletcher
General Manager.....R. W. Baker
Commercial Manager....William W. Jefferay
Prog. Dir.....Phil Long
Chief Engineer.....John E. Strong
Farm Editor.....Connie B. Gay

WEAM

ARLINGTON—1947

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By..Harold H. & Meredith Thoms

Business-Studio Address.....2030 N. 16th St.
Phone Number.....OWens 7100
Transmitter Location..Minor Hill, Falls Church
Air Time .....Unlimited
News Service.....AP, Transradio
Transcription Service .....Lang-Worth
Representative .....Bolling
President.....Harold H. Thoms
Sta.-Gen.-Comm. Mgr.....Howard Stanley
Pgm. Dir., Chief Anncr.....Matthew Warren
Production Director.....Bob Jones
Publicity Director.....Gloria Brandt
Musical Director.....Dorothy Miller
Chief Engineer.....Sam Aed
Farm Editor.....Bill Jenkins

WKLV

BLACKSTONE—1947—MBS—VA.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Nottoway Bcstg. Co., Inc.
Business-Studio Address.....Community Bldg.
Phone Number.....478
News Service.....AP
Air Time .....Unlimited
President.....H. S. Robertson
General Manager.....Alexander Hudgins
Commercial Manager....Edward J. Silverman
Program Director.....Arthur A. Moran, Jr.
Chief Engineer.....Charles M. McCraw

WCYB

BRISTOL—1946

Frequency: 690 Kc.....Power: 10,000 Watts d.
Owned-Oper. By....Appalachian Bcstg. Corp.
Business-Studio Address....Hotel Gen. Shelby
Phone Number.....North 3560
Transmitter Location.....Washington County
Air Time .....Daytime
News Service.....AP, UP
Transcription
Service..Associated, Thesaurus, World, Cole
Representative .....Bolling
Membership .....NAB, BMB
Gen. Mgr.....Robert H. Smith
Sales Mgr.....J. Fey Rogers
Program Spvr.-Farm Editor.....W. T. Lane, Jr.
News Editor.....Tom Wade
Transmitter Spvr.....Bob Daugherty

WFHG

BRISTOL—1949—MBS

Frequency: 860 Kc.....Power: 1000 Watts
Owned By.....Bristol Bcstg. Co., Inc.
Business-Studio Address.....Hotel Bristol
Phone Number.....3620
Transmitter Location.....Shell Plant Road
News Service.....UP
Transcription Service.....Standard
Membership .....NAB
General-Station Manager.....M. B. Burnette
Commercial Sales Prom. Mgr....W. L. Nininger
Program Dir.-Publicity Dir.....W. F. Raney
Musical Director-Farm Editor.....Verlin Mays
Chief Engineer.....John Hughlett

WCHV

CHARLOTTESVILLE—1933—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station WCHV
Bus.-Studio-Transmitter Address..Rose Hill St.
Phone Number 2-5121
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
Membership .....BMB
Owner.....Charles Barham, Jr.
Mgr.-Sls. Prom. Mgr.....Randolph Bean
Local Sales Manager.....Robert C. Walker
Program Director.....R. G. Sketchley, Jr.
Musical Director.....Richard Morrissette
Chief Engineer.....Walter W. Gray
Farm Editor.....Herb DeBell

WINA

CHARLOTTESVILLE—1949

Frequency: 1280 Kc.....Power: 1000 Watts, d.
Owned-Oper. By..Charlottesville Bcstg. Corp.
Address.....4th & Main Sts.
Phone Number 3377
Air Time .....Daytime
News Service .....UP
Transcription Service.....Standard, Capitol
President.....Frank T. Parker, Jr.
Commercial Manager.....Joe Porter
Pgm. Dir.-Oper. Mgr.....B. C. Hargreaves
Chief Engineer.....Lawrence Kennedy

WKEY

COVINGTON—1941—ABC

Freqeuncy: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Earl M. Key
Business Address.....Box 710
Phone Number 8351
Studio Address.....Main St.
Transmitter Location .....Fairlawn
Air Time.....7 a.m.-11:15 p.m.
News Service .....UP
Transcription Service.....World, Keystone
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Earl M. Key
Commercial Mgr.....Kenneth L. Bryant
Prog.-Pub. Director.....John Lee Davis
Musical Director.....Willis Shawver
Chief Engineer.....John H. Wilson

WSVS

CREWE—1946—KBS—VA. SPTS.

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....So. Virginia Bcstg. Corp.

Business Address.....Crewe
Phone Number.....Crewe 5000
Studio Addresses..117 Carter St., Crewe, Main St., Blackstone, Herald Bldg., Farmville
Transmitter Location.....RFD, Crewe
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service.....World, Keystone
Representative.....Rural Radio
Membership.....NAB
President.....C. S. Willis
General-Station Mgr.....Maxey E. Stone
Comm. Mgr.....Harris Umstead
Pub. Dir.....Bob Maynard
Chief Engineer.....C. E. Wilson

WCVA

CULPEPER—1949—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Culpeper Bcstg. Co.
Address.....Radio Bldg.
Phone Number.....8338
Air Time.....Unlimited
News Service.....UP
Transcription Service...Lang-Worth, Standard
President.....Ira C. Hopkins
Gen.-Prom. Mgr.....George A. Flowers
Commercial Manager.....Mike Moscarello
Program Director.....Homer Quann
Chief Engineer.....Benny L. Jones

WBTM

DANVILLE—1930—ABC

Frequency: 1330 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By....Piedmont Bcstg. Corp.
Bus.-Studio Address.....Hotel Danville Bldg.
Phone Number.....2350
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....George P. Hollingbery
Membership.....NAB
President.....L. N. Dibrell
General Mgr.....R. Sanford Guyer
Asst. Manager.....Edward G. Gardner
Comm. Mgr.....P. W. Kaufman
Program Director.....Betty Allen
Promotion Manager.....Herbert Hodge
Chief Engineer.....Lyle C. Motley

WDVA

DANVILLE—1947—MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Virginia Carolina Bcstg. Corp.
Bus.-Studio Address.....American Natl. Bank Bldg.
Phone Number.....5300
Transmitter Location.....Martinsville Rd.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Standard
Representative.....McGillvra
Membership.....NAB, BMB
President.....J. D. Pruitt
Gen.-Sta.-Comm.-Sales Prom. Manager.....Emerson J. Pryor
Prog.-Prod. Director.....Richard Campbell
Publicity Director.....William J. Ashworth
Musical Director.....Harold Stephens
Chief Engineer.....Rush Sawyers
Farm Editor.....Frank Raymond

WFAX

FALLS CHURCH—1948

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....Lamar A. Newcomb
Address.....Box L
Phone Number.....0900
Transmitter Location.....Seven Corners
Air Time.....Daytime
News Service.....UP
Transcription Service.....Thesaurus
Membership.....NAB
Gen.-Sta. Mgr.....Lamar A. Newcomb
Comm.-Sls. Prom. Mgr.....James E. Hollins
Pgm.-Prod. Dir.....Genevieve Newcomb
Publicity Director.....Ed Case
Chief Announcer.....Dusty Rhoads
Chief Engineer.....Emmett Murphy

WFLO

FARMVILLE—1947

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Colonial Bcstg. Co.
Business Address.....P. O. Box 238
Phone Number.....600
Air Time.....Daytime
News Service.....UP
Transcription Service.....Capitol, Associated
Representative.....Clark
General Manager.....Carla B. Keys
Manager.....Charles R. Maillet
Program Director.....D. M. Shaver
Chief Engineer.....Charles K. Chrismon

WFVA

FREDERICKSBURG—1939—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Fredericksburg Bcstg. Corp.
Business Address.....P. O. Box 269
Phone Number.....1261
Studio-Transmitter Location.....King's Hway.
Air Time.....Unlimited
Transcription Service.....Lang-Worth
Representative.....Burn-Smith
V.P., General Mgr.....Richard F. Lewis, Jr.
Station-Comm. Mgr.....Walter F. Harris, Jr.
Chief Engineer.....William S. Candler

WFTR

FRONT ROYAL—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Sky-Park Bcstg. Corp.
Address.....John Marshall Hiway
Phone Number 750
Air Time .....Unlimited
News Service.....UP, Transradio
Transcription Service .....Thesaurus
Pres.-Gen. Mgr.....Earl C. Pace
Commercial Manager.....Ken Gorden
Program Director.....Vernon Carter
Promotion Manager.....Augustine Kloc
Chief Engineer.....Owen Voigt

WBOB

GALAX—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned Oper. By..Carroll-Grayson Bcstg. Corp.
Address.....Poplar Knob Rd.
Phone Number 300
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Membership .....NAB
President.....Robert V. Morris
General Manager.....Carl E. Duckett
Comm. Manager.....Joseph P. Crockett
Program Director.....Muriel Bell
Chief Announcer.....Frank Burr
Musical Director.....Alice Spear
Chief Engineer, Farm Editor...Carl E. Duckett

WVEC

HAMPTON—1948—KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Peninsula Bcstg. Co.
Business Address.....P. O. Box 481
Phone Number.....6332
Studio-Trans. Address.....Hampton Ave.
Air Time .....Sunrise-Sunset
News Service.....AP
Transcription Service....Standard, Associated
Membership .....NAB
Pres.-Gen.-Sta. Mgr.....Thomas P. Chisman
Commercial Manager....Harrol A. Brauer, Jr.
Sales Promotion Mgr.....Charles L. Coker, Jr.
Program Director.....Peter Edman
Production Director.....William L. Erickson
Publicity Director.....Beverly W. Hillery
Chief Announcer.....Duff Kliewer
Musical Director-Farm Editor.Gordon E. Walsh
Chief Engineer.....James E. Swafford

WSVA

HARRISONBURG—1935—NBC

Frequency: 550 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Shenandoah Valley Bcstg. Corp.
Business-Studio Address.....Newman Bldg.
Phone Numbers.....550, 875
Transmitter Location.....RFD 1
Air Time.....6 a.m.-local sunset
News Service .....UP
Representative.....R. B. Harrington
Membership.....NAB, BMB, FMA
President.....Frederick L. Allman
Business Manager.....H. A. Wright
Comm.-Sales Prom. Mgr., Pub. Director.....R. B. Harrington
Prog.-Prod.-Musical Dir.....R. H. Johnson
Chief Engineer.....W. L. Braun

WHAP

HOPEWELL—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..The Hopewell Bcstg. Co.
Business Address.....Box 621
Phone Number 801
Studio-Trans. Location..City Point & River Rds.
Air Time.....5:58 a.m.-11:07 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
President.....Augustus Robbins, Jr.
Gen.-Sta. Mgr.....Hugh Carlyle
Commercial Manager...George W. Thomason
Program Director.....Barbara Rich
Chief Announcer.....Johnny Mercer
Chief Engineer.....Edward L. Burwell

WREL

LEXINGTON—1948—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Rockbridge Bcstg. Co.
Business-Studio Address.....130 S. Main St.
Phone Number.....Lexington 6000
Transmitter Location..Rt. 11, One Mi. No. City
Air Time .....6 a.m.-M.
News Service .....AP
Transcription Service .....Capitol
Membership .....NAB
President.....Marshall L. Wilmer
Gen.-Sta.-Comm. Mgr.....Philip B. Hirsch
Office Manager.....Milton B. Henson
Prog.-Prod. Dir.....Andrew Petersen
Musical Director.....Wayne Scott
Chief Engineer.....Lindley H. Leggett

WLVA

LYNCHBURG—1930—ABC

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lynchburg Bcstg. Corp.
Address.....Allied Arts Bldg.
Phone Number 2-1242
Air Time .....Unlimited
News Service .....AP
Transcription Service..Lang-Worth, Associated
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President.....Edward A. Allen
General Manager.....Philip P. Allen

Commercial Manager.....Joseph F. Wright, Jr.
Prog.-Prom. Dir.....William H. Loren
Chief Engineer.....John T. Orth

WWOD

LYNCHBURG—1947—MBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By....Old Dominion Bcstg. Corp.
Business Address.....P. O. Box 918
Phone Number 2-3441
Studio Address.....10th & Main Sts.
Transmitter Location.....Boonsboro Rd.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Serivce .....World
Representative .....Walker
Membership .....NAB, BMB
President.....David Hugh Dillard
V.P.-General Manager.....Jack Weldon
Commercial Manager.....Norman T. Simpson
Prog.-Pub. Director.....Jay Seibel
Prod.-Musical Dir.....Don Jarvis
Chief Engineer.....Forest J. Pinkerton

WMEV

MARION—1948—LIBERTY

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By.Mountain Empire Bcstg. Corp.
Address.....P. O. Box 470
Phone Number 9001
Air Time .....Daytime
News Service .....AP
Transcription Service.....World, Associated
Representative .....Cooke
President.....Robert Lane Anderson
Gen.-Comm. Mgr.....Robert C. Wolfenden
Program Director.....Mrs. R. C. Wolfenden
Chief Engineer.....William P. Grether

WMVA

MARTINSVILLE—1941—NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Martinsville Bcstg. Co., Inc.
Address .....Chatham Heights
Phone Number.....Virginia 2152
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Membership .....NAB
President.....William C. Barnes
General-Station Manager.....John W. Shultz
Comm.-Sls. Prom. Mgr.....Charles F. Adams
Program Director.....Barbara Harding
Publicity Director.....Maynard Dillaber
Musical Director.....Paul E. Zimmerman
Chief Engineer.....Dewey W. Muse

WGH

NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By..Hampton Roads Bcstg. Corp.
Bus.-Studio Address.....500 Portlock Bldg., Norfolk, Warwick Hotel, Newport News
Phone Number 2-7031
Transmitter Location.....Military Hiway
Air Time.....6 a.m.-12:45 a.m.
News Service .....AP
Transcription Service .....Associated
Representative.....Free & Peters
Membership .....NAB, BMB
President.....Raymond B. Bottom
V.P., Gen.-Sta. Manager....Edward E. Bishop
Comm. Mgr.....Edward E. Edgar
Prog. Director.....John A. Black
Publicity Director.....Bill Rhyne
Chief Engineer.....Charles A. Runyon

WHYU

NEWPORT NEWS—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Eastern Bcstg. Corp.
Business-Studio Address.....114 W. 24th St.
Phone Number 7-1604
Transmitter Location.....Respass Beach, Churchland
Air Time.....6 a.m.-sunset
News Service .....UP
Transcription Service .....Capitol
Representative .....Friedenberg
President, General Mgr.....John Doley
Sta. Mgr., Prog. Tech. Dir.....Frederic F. Clair

WCAV

NORFOLK—1947

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cavalier Bcstg. Corp.
Bus.-Studio Address.....Plume & Granby Sts.
Phone Number 2-3266
Transmitter Location.....W. Norfolk
Air Time .....Daytime
News Service .....UP
Transcription Service....Associated, Standard
Representative .....Burn-Smith
Membership .....NAB
President .....Joseph Light
Gen. Mgr.....Joe Brown
Sta.-Asst. Gen. Mgr.....William M. Manrov
Program Director.....Frank Facenda
Technical Dir.....William M. Manrov

WLOW

NORFOLK—1947—VA. SPTS.

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Commonwealth Bcstg. Corp.
Bus.-Studio Add.....Granby & Brooke Aves.
Phone Number 4-5678
Transmitter Location.....W. Norfolk
Air Time.....6:30 a.m.-Sunset
News Service .....UP
Representative .....Forjoe
President.....E. L. Scott

General Manager.....Robert E. Wasdon
Station Manager.....W. M. Carpenter
Commercial Manager.....James Campbell
Program Director.....Ray Penner
Prod. Dir.....Samuel S. Siegal
Sls.-Prom. Mgr.....Dick Gould
Pgm.-Pub. Dir.....Bob Drepperd
Chief Announcer.....Anton L. Lively
Musical Director.....Lee Lively
Chief Engineer.....Preston Spears
Farm Editor.....Ralph Wasdon

WNOR

NORFOLK—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Norfolk Bcstg. Co.
Address.....1019 Boissevain Ave.
Phone Number.....56761
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....IMS
President.....Louis H. Peterson
General Manager.....Earl Harper
Commercial Manager.....Bob Rodgers
Chief Engineer.....A. Lee Mills

WTAR

NORFOLK—1923—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....WTAR Radio Corp.
Bus.-Studio Address.....720-724 Boush St.
Phone Number.....56711
Transmitter Location.....Glen Rock
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Standard
Representative.....Edward Petry
Membership.....NAB, BMB
Pres., Gen.-Sta. Mgr.....Campbell Arnoux
Comm.-Sales Prom. Mgr.....John W. New
Program Director.....Joel Carlson
Chief Announcer.....Blair Eubanks
Chief Engineer.....John C. Peffer

WNVA

NORTON—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Blaufox Radio Co., Inc.
Bus.-Studio Address..Coalfield Progress Bldg.
Phone Number.....700-1, Transmitter: 565
Transmitter Location.....Josephine
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service...Lang-Worth, Keystone
Membership.....NAB
President, Gen. Mgr.....Richard B. Helms
Comm.-Sls. Prom. Mgr.-Pub. Dir....Bill Holland
Chf. Anncr.-Music Dir.....Art Grunewald
Chief Engineer.....Gene Tommerdahl
Farm Editor.....Tom Harrell

WJMA

ORANGE—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..James Madison Bcstg. Corp.
Address.....Orange
Phone Number.....7263
Air Time.....Unlimited
News Service.....UP
President.....W. A. Sherman, Jr.
Gen.-Comm. Mgr.....A. C. Livick, Jr.
Program Director.....Charles McGinley
Chief Engineer.....Talmadge England

WSSV

PETERSBURG—1945—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Southside Virginia Bcstg. Corp.
Business-Studio Address.....112 W. Tabb St.
Phone Number.....3881-2
Transmitter Location.....Lieutenant Run
Air Time.....6:30 a.m.-M.
News Service.....AP
Transcription Service.....Capitol
Representative.....Burn-Smith
President.....Louis H. Peterson
Gen.-Sta.-Comm. Mgr.....Ray L. Moss

VIRGINIA

WHY IS **AP** THE BEST?

BECAUSE—**AP** has more news correspondents, more news bureaus, more miles of news wire than any other news service.

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Sports Committee Chairman: Bill Diehl—WGH, Newport News—Norfolk
Awards Committee Chairman: Charles Blackley—WTON, Staunton
Membership Cooperation Committee Chairman: Maxey Stone—WSVS, Crewe

VIRGINIA

Sls. Prom. Mgr.....N. W. Andrews
Pgm.-Prod. Dir.....Paul Hennings
Chief Announcer.....John C. Laflin
Pub. Director.....James Lowell
Chief Engineer.....Edward F. Schwarz

WSAP

PORTSMOUTH—1943—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Portsmouth Radio Corp.
Bus.-Studio Address....205 Professional Bldg.
Phone Number 7-3488
Transmitter Location.....1318 Spratley St.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Lang-Worth, World
Representative .....Ra-Tel
Membership .....NAB
President.....Tom E. Gilman
Gen.-Sta.-Comm. Mgr.....B. Walter Huffington
Pgm.-Prod. Dir.....David Nelson
Musical Director.....Richard Harvey
Chief Engineer.....Charles R. Sledge

WPUV

PULASKI—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Corp.
Address .....Cool Springs
Phone Numbers.....3-3931, 3-3941
Air Time.....6 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....World
Representative .....Sears & Ayer
Membership .....NAB, BMB
President.....Howard R. Imboden
General-Station Mgr.....William R. Murray
Commercial Manager.....Allan S. Aden
Publicity Director.....Eleanor Imboden
Chief Announcer.....Joe Grant
Chief Engineer.....Fitzgerald McDaniel
Farm Editor.....E. C. Grigsby

WBBL

RICHMOND—1924

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Grace Covenant Presbyterian Church
Address.....1627 Monument Ave.
Phone Number.....8-4246
Air Time.....Specified Hours
General Manager.....C. H. Liesfield
Chief Engineer.....R. W. Raabe

WLEE

RICHMOND—1945—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lee Bcstg. Corp.
Bus.-Studio Address.....Broad-Grace Arcade
Phone Number 3-6741
Transmitter Location.....Colorado Ave. & Sumpter St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe
President.....Thomas G. Tinsley, Jr.
Gen.-Comm. Mgr.....Irvin G. Abeloff
Program Director.....Harvey Hudson
Musical Director.....Gilbert A. Spector
Chief Engineer.....George W. McGuigan, Jr.

WMBG

RICHMOND—1926—NBC

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....Havens & Martin, Inc.
Bus.-Studio Address.....3301 W. Broad St., P. O. Box 5229
Phone Number 5-8611
Transmitter Location.....Staples Mill Rd. off W. Broad St.
Air Time.....6:30 a.m.-1 a.m.
News Service .....Transradio
Transcription Service .....Lang-Worth
Representative .....John Blair
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Wilbur M. Havens
Comm.-Sales Prom. Mgr...Walter A. Bowry, Jr.
Prog.-Prod. Dir.....Allan J. Phaup, Jr.
Chief Announcer.....John V. Shand
Musical Director.....Conrad Rianhard
Chief Engineer.....James Kyle

WRNL

RICHMOND—1937—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned By.....Richmond Newspapers, Inc.
Operated By.....Richmond Radio Corp.
Business-Studio Address..107-111 N. Fourth St.
Phone Number.....3-3436
Transmitter Location.....Wilkinson Rd.
Air Time.....5:30 a.m.-1 a.m.; 7 a.m. Sun.
News Service.....AP
Transcription Service.....Standard
Representative.....Edward Petry
Membership.....NAB, BMB
President.....D. Tennant Bryan
Gen. Sta.-Commercial Mgr.....E. S. Whitlock
Program Director.....Don Martin
Chief Engineer.....Vincent Wolstenholme

WRVA

RICHMOND—1925—CBS

Frequency: 1140 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Larus & Brother Co.
Business Address.....Hotel Richmond
Phone Number 3-6633
Studio Addresses..Hotel Richmond, Richmond; 2712-14 Colley Ave., Norfolk
Transmitter Location.....Edgeworth, Henrico County
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative .....Radio Sales
Membership .....NAB, BMB
General Manager.....C. T. Lucy
Commercial Manager.....Barron Howard
Promotion Manager.....Jack Stone
Program Service Mgr.....Samuel S. Carey
Production Manager.....John B. Tansey
Public Relation Dir.....Walter R. Bishop
Musical Director.....Burt T. Repine
Chief Engineer.....David C. Woods
Farm Editor.....Alden Aaroe

WXGI

RICHMOND—1947

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Virginia, Inc.
Bus.-Studio Address.....100 W. Franklin St.
Phone Number 7-4684
Transmitter Location.....German School Rd., Chesterfield County
Air Time.....6 a.m.-Sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
General Manager.....Robert E. Mitchell
Program Director.....Bob Jenkins
Production Director.....John Sinclair
Chief Announcer.....Frank Soden
Chief Engineer.....Kaye Redd

WDBJ

ROANOKE—1924—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Times-World Corp.
Business-Studio Address....124 W. Kirk Ave.
Phone Number 8131
Transmitter Location.....Colonial Ave., Colonial Heights
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....World, Lang-Worth
Representative.....Free & Peters
Membership.....NAB, BMB, FMA
President.....J. P. Fishburn
General Manager.....R. P. Jordan
Commercial Manager.....John W. Harkrader
Program Director.....Paul E. Reynolds
Studio Director.....Irving Sharp
Publicity Director.....Benton B. Boggs
Musical Director.....Evelyn Nininger
Chief Engineer.....J. Edward Newman
News Editor.....John W. Eure

WROV

ROANOKE—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Roanoke, Inc.
Bus.-Studio Address..600 Mountain Trust Bldg.
Phone Number 3-4444
Transmitter Location....Cleveland Ave., S.W.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....NAB, BMB
President.....Leo F. Henebry
Gen.-Sta.-Comm. Mgr.....Frank E. Koehler
Asst. Mgr.-Prog.-Prod. Dir...Gordon R. Phillips
Chief Engineer.....Frank A. Hall

WSLS

ROANOKE—1940—ABC

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Roanoke Bcstg. Corp.
Business-Studio Address....Shenandoah Bldg.
Phone Number 9227
Transmitter Location.....2 Mi. N. of Salem & 6.5 Mi. N.W. of Roanoke
Air Time .....Unlimited
News Service .....AP
Transcription Service...Thesaurus, Associated
Representative .....Weed
Membership.....NAB, BMB, FMA
President.....Paul C. Buford
Exec. Vice President.....James H. Moore
Asst. & Sta. Mgr.....Horace Fitzpatrick
Program Director.....Bill Saunders
Musical Director.....Mavis Overstreet
Chef Engineer.....J. P. Briggs
Farm Editor.....Glenwood Howell

WHLF

SOUTH BOSTON—1947—KBS—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Halifax Bcstg. Co.

Address.....P. O. Box 490, Webster St.
Phone Number 2-9988
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Gen.-Sta.-Comm. Mgr.....John L. Cole, Jr.
Sales Prom. Mgr.-Pgm.-Prod.-Pub. Dir.
Charles B. Davis
Chief Announcer.....Preston Young
Chief Engineer.....David O. Guthrie

WTON

STAUNTON—1945—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Charles P. Blackley
Business-Studio Address.....Morrison Bldg.
Phone Number 5-5555
Transmitter Location.....Waynesboro Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Membership .....NAB
General-Station Mgr.....Charles P. Blackley
Comm.-Sales Prom. Mgr.,
Publicity Director.....Charles E. Seebeck
Prog.-Prod. Dir.-Chief Anncr.....Fulton A. King
Chief Engineer.....Rex C. Houser

WLPM

SUFFOLK—1940—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Suffolk Bcstg. Corp.
Business-Studio Address.....105 Bank St.
Phone Number 2394
Transmitter Location.....Richmond Hiway
Air Time .....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Sears & Ayer
Membership .....NAB
Pres., Gen.-Sta. Manager.....Fred L. Hart
Prog. Dir.....William W. Kitchen
Chf. Anncr.-Pub. Dir.....Earl Hundley
Production Director.....Fran Joyner
Chief Engineer.....Veryl W. Rupp
Farm Editor.....L. E. Pettyjohn

WNNT

WARSAW—1949

Frequency: 690 Kc.....Power: 250 Watts d.
Owned-Oper. By.....No. Neck & Tidewater Bcstg. Co.
Address .....Warsaw
Phone Number 690
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
Pres.-Gen. Mgr.....Grayson Headley
Commercial Manager.....William Redd
Pgm. Dir.-Sta. Mgr.....T. F. Craver
Chief Engineer.....Lawrence Bittner

WAYB

WAYNESBORO—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Waynesboro Bcstg. Corp.
Address.....526 Main St.
Phone Number 6066
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
Representative .....Cooke
President.....Judson T. Phillips
Gen. Mgr.....N. Wilbur Kidd
Commercial Manager.....Peter De Boer
Chief Engineer.....Edward R. Goodwin

WINC

WINCHESTER—1941—ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Richard Field Lewis, Jr.
Business Address.....Box 605
Phone Number 4855
Studio-Transmitter Location.....514 Kerr St.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Associated
Membership .....FMA
Pres.-
Gen. Mgr..Richard Field Lewis, Jr. (Licensee)
Comm. Mgr.-Prog. Dir.....John Carl Morgan
Sales Prom. Mgr.....Winslow Porter
Chief Engineer.....Phil Whitney

WYVE

WYTHEVILLE—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Wythe County Bcstg. Co.
Address.....P. O. Box 452
Phone Number 840
Air Time .....Daylight
News Service .....UP
Transcription Service .....Lang-Worth
Owners.....A. M. Gates, R. H. Epperson
General Manager.....A. M. Gates, Jr.
Commercial Manager.....Erle Howery
Program Director.....Zane Leeper
Chief Engineer.....Robert Hennis Epperson

WASHINGTON

Estimated Population 2,582,000—Increase + 48.7%—Radio Homes 748,000
Radio Families 760,000—Stations in State 45

KBKW

ABERDEEN—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Ben K. Weatherwax
Address.....701 E. Heron St.
Phone Number.....1015
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Associated
Pres., Gen. Mgr.....Ben K. Weatherwax
Commercial Manager.....Dick Cromble
Program Director.....Lowell Gibson
Promotion Manager.....San Whitacre
Chief Engineer.....Dick Pooley

KXRO

ABERDEEN—1927
MBS-DON LEE-KBS

Frequency: 1340 Kc.....Power: 1000 Watts
Owned-Operated By.....KXRO, Inc.
Bus.-Studio Address.....207½ E. Market St.
Phone Number.....Aberdeen 4098
Transmitter Location.....1308 Coolidge Rd.
Air Time.....6:30 a.m.-11 p.m.
News Service.....UP
Representative.....W. S. Grant
Membership.....NAB
President, General Mgr.....Harry R. Spence
Sta.-Comm. Mgr.....Fred G. Goddard
Sales Prom. Manager.....Roy Johnson
Prog.-Prod. Dir., Chief Announcer.....A. W. Lindsay
Publiicty Director.....John Duane Johnson
Musical Director.....James L. Andrews
Chief Engineer.....P. S. True
Farm Editor.....Floyd Svinth

KPUG

BELLINGHAM—1948—MBS-DON LEE

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Operated By.....KPUG, Inc.
Business Address.....P. O. Box 655
Studio-Transmitter Address..2340 E. Sunset Dr.
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Associated
General Manager.....Robert E. Pollack
Commercial Manager.....K. Clark
Program Director.....Jeanne Kruzer

KVOS

BELLINGHAM—1927—ABC

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....KVOS, Inc.
Bus.-Studio Address.....1321 Commercial St.
Phone Number.....Bellingham 790
Transmitter Location.....Yew St.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service..Long-Worth, MacGregor
Representative.....McGillvra, Keating
Membership.....BMB
President, General Mgr.....Rogan Jones
Research Director.....Jack Clarke
Sales Prom. Mgr., Pub. Dir.....Jack Clarke
Pgm. Dir., Chief Anncr.....Alan Miller
Prod., Musical Dir.....Jack Fearey
Chief Engineer.....Ernest Harper
Farm Editor.....Hal Reeves

KBRO

BREMERTON—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Bruce Bartley
Address.....205 Washington St.
Phone Number.....1970
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....John Keating
Membership.....NAB
President.....Bruce Bartley
General Manager.....Jack Gwyer
Commercial Manager.....Tom Westbrook
Promotion Manager.....Lincoln Perry
Program Director.....Bob Gleason
Chief Engineer.....Bert Hallberg

KELA

CENTRALIA-CHEHALIS—1937
MBS-KBS

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Bcstg. Corp.
Business Address....P. O. Box 720, Centralia; P. O. Box 827, Chehalis
Phone Numbers.....Centralia 6-3321, Chehalis 721
Studio Address....On Hway. 99 midway bet. Centralia & Chehalis
Air Time.....6 a.m.-M.
News Service.....UP
Representative.....John Keating, W. S. Grant
Membership.....NAB
President.....J. Elroy McCaw
Sec.-Treas.....Mabel A. McGwinn
Gen.-Station Manager.....Joe Chytil
Sales Prom. Mgr.....Robert Finley
Pgm., Pub. Dir.....Schuyler C. Hill
Production Director.....Carlos Rivas
Chief Announcer.....Gary Clune
Chief Engineer.....John L. Kelley

KXLE

ELLENSBURG—1946—PNB

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Central Washington Bcstrs.
Business Address.....Box 600
Phone Number 2-1240
Studio-Transmitter Location.....Route 1
Air Time.....6:30 a.m.-10 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker, Tracy-Moore
President.....Goodwin Chase, Jr.
Station Manager.....Joe Kendall
Commercial Manager.....Darrel Burns
Program Director.....Don Revelacqua
Chief Announcer, Farm Editor.....Joe Jaeger
Chief Engineer.....Jack Hemingway

KRKO

EVERETT—1922—MBS-DON LEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....The Everett Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address...KRKO Bldg.
Phone Number.....Cedar 1144
Air Time .....6 a.m.-M.
News Service .....UP
Representative.....Joseph Hershey McGillvra, John Keating
Membership .....NAB, BMB
Pres., Gen.-Sta.-Comm. Mgr.....William R. Taft
Program Director.....Earl Gerdon
Chief Engineer.....Dave Foley

KELS

KELSO—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Northwest Public Services
Address.....P. O. Box 90
Phone Number 4900
Air Time .....Unlimited
News Service .....UP
Transcription Service..... Capitol, Standard
President.....Roscoe A. Day, Jr.
General Manager.....Claire O. Banks
Commercial Manager.....Johnny Carlson
Program Director.....Norman A. Wallace
Promotion Manager.....Russell L. Conrad
Chief Engineer.....John E. Holmes

KWIE

KENNEWICK—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Mid-Columbia Bcstrs.
Address.....P. O. Box 437
Phone Number 6961
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Associated
Representative .....McHugh
Manager, Partner.....Hal A. Clark
Partner, Comm. Mgr.....D. E. Seeley
Pgm., Dir., Partner.....M. E. Johnston
Promotion Manager.....Ken Waddell
Chief Engr., Partner.....C. J. McCredie

KRKL

KIRKLAND—1947

Frequency: 1050 Kc.....Power: 250 Watts, D.
Owned-Operated By.....East Side Bcstg. Co.
Business-Studio Address.....Civic Center
Air Time .....Daytime
General Manager.....F. L. Thornhill

KWLK

LONGVIEW—1938—MBS-DON LEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Twin City Bcstg. Corp.
Business-Studio Address.....14th & Hudson
Phone Number.....Longview 1500
Transmitter Location.....Ocean View Hway.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service.....Associated, World
Representative.....W. S. Grant, John Keating
Membership .....NAB, BMB
President, Gen.-Sta. Mgr.....C. O. Chatterton
Commercial Manager.....Jim Waggoner
Program Director.....Ellen Hammond
Production Director.....Bob Moran
Publicity Director.....F. Chatterton
Chief Engineer.....Ralph Brown

KSEM

MOSES LAKE—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KSEM, Inc.
Address .....Capistrano Park
Phone Number 234
Air Time.....7 a.m.-10 p.m.
News Service .....UP
Transcription Service.....World, Keystone
Representative.....W. S. Grant
President.....Jessica L. Langston
Gen., Comm. Mgr.....Don G. Bennett
Publicity Director.....John Hardy
Program Director.....Janet Adriance
Chief Anncr., Musical Dir.....Don Maas
Chief Engineer.....Roland Kissler
Farm Editor.....Ralph Walton

KBRC

MOUNT VERNON—1946

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By.....Beckley Radio Co.
Business-Studio Address.....P. O. Box 240
Phone Number 8955
Transmitter Location.....½ Mi. W. of city
Air Time.....6 a.m.-sunset

News Service .....UP
Transcription Service .....Standard
Representative .....John Keating
Membership .....NAB
General-Station Mgr.....Leo H. Beckley
Commercial Manager.....Fred Grant
Prog. Dir., Chief Announcer.....Bud Clark
Chief Engineer.....Orris Vanerstrom
Farm Editor.....Marilyn Anderson

K G Y

OLYMPIA—1923—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By .....KGY
Bus.-Studio-Transmitter Address ....Rockway-Leland Bldg.
Phone Number 6636
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service.....World, Keystone
Representative.....W. S. Grant
Membership .....NAB, BMB
Gen., Sta. Mgr.....Tom Olsen
Commercial Manager.....J. Harris Dorr
Program Director.....Elmer J. Holmberg
Chief Engr., Chief Anncr.....C. A. Roark

K O M W

OMAK—1946

Frequency: 680 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KOMW, Inc.
Business-Studio Address.....Box 151
Phone Number 00
Transmitter Location .....Omak
Air Time .....Daytime
News Service .....UP
Transcription Service.....Lang-Worth, Capitol
Representative .....John Keating
Membership .....NAB, BMB
President.....R. L. McNett
Station Manager.....Dean Nichols
Commercial Manager.....Nat Harris
Program Director.....Gene Leslie
Chief Engr., Anncr.....Kirk W. Springer

K P K W

PASCO—1945

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Radio Corp.
Address .....Pasco
Air Time .....Unlimited
Representative .....Keating
Manager.....A. G. Sanborn

K O N P

PORT ANGELES—1945—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Pacific, Inc.
Bus.-Studio-Transmitter Address..313 W. First St.
Phone Number 4437
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....John Keating
Membership .....NAB
General Mgr.....C. N. Webster

K X R N

RENTON—1947

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Interlake Bcstg. Corp.
Business Address.....P. O. Box 567
Phone Number.....Renton 5-3424
Studio-Transmitter Location.....7th Ave. at N. Park
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....World
President, General Mgr.....Robert S. McCaw
Program Director.....Freddie Jensen
Commercial Manager.....O. W. Simpson
Chief Engineer.....F. C. Cook

K A L E

RICHLAND—1949

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Operated By.....Yakima Bcstg. Corp.
Address.....P. O. Box 367
Air Time .....Sunrise-Sunset
News Service .....UP
Station Representative.....W. S. Grant Co.
Membership .....NAB
President.....Robert S. McCaw
Gen., Sta., Comm. Mgr.....Lawrence Dix
Pgm., Prod., Pub. Dir., Chief Engr...Dave Dorris
Farm Editor.....Dick Passage

K I N G

SEATTLE—1927

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Oper. By.....KING Bcstg. Co.
Business-Studio Address.....Smith Tower
Phone Number.....Main 1090
Transmitter Location.....Vashon-Maury Island
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....John Blair
Membership .....NAB
Principal Owner.....Mrs. A. Scott Bullitt
President.....Henry B. Owen
Program Director.....Dave Crockett
Chief Engineer.....Arthur Shultz

K I R O

SEATTLE—1930—CBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Queen City Bcstg. Co.

Business-Studio Address.....66 Cobb Bldg.
Phone Number.....Seneca 1500
Transmitter Location.....Burton
Air Time.....18 Hrs.
News Service.....AP
Transcription Service.....SESAC, Standard
Representative.....Free & Peters
Membership.....NAB, BMB
President.....Saul Haas
General Manager.....Loren B. Stone
Commercial Manager.....William F. Tucker
Sales Prom. Mgr.....Peter Mertens
Program Director.....Kenneth Yeend
Publicity Director.....Janet Ballantyne
Chief Announcer.....Maury Rider
Chief Engineer.....James Hatfield

K J R

SEATTLE—1923—ABC

Owned-Oper. By.....Totem Bcstrs., Inc.
Business-Studio Address.....Skinner Bldg.
Phone Number.....Elliot 5890
Transmitter Location.....2600 26th Ave., S.W.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....Avery-Knodel
Membership.....NAB, BMB
President.....Marshall Field, III
General-Station Mgr.....J. Archie Morton
Sales Manager.....Arthur Gerbel, Jr.
Natl. Sales Mgr.....Maitland Jordan
Operations Manager.....Homer Pope
Publicity Director.....Don Reed
Chief Engineer.....L. S. Bookwalter
Farm Editor.....Bill Moshier

K O L

SEATTLE—1922

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Seattle Bcstg. Co.
Bus.-Studio Address.....Northern Life Tower
Phone Number.....MA. 2312
Transmitter Location.....1110 W. Florida
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....Capitol, World, Standard
Representative.....Headley-Reed
President.....Archie Taft
Commercial Manager.....Archie Taft, Jr.
Sta., Sales Prom. Mgr.....Oliver A. Runchey
Program Director.....John Forrest
Publicity Director.....Ruth Yohe
Chief Announcer.....Wheeler Smith
Musical Director.....Frances Smith
Chief Engineer.....Perry Lind

WASHINGTON

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Secretary: Murlin Spencer—AP Chief of Bureau

WASHINGTON

K O M O

SEATTLE—1926—NBC

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned-Oper. By....Fisher's Blend Station, Inc.
Bus.-Studio Address.....100 4th Ave. No.
Phone Number.....SEneca 6000
Transmitter Location.....Vashon Island
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Associated, Capitol
Representative .....Edward Petry
Membership .....NAB, BMB
President, General Mgr.....O. W. Fisher
Asst. to President.....R. D. McCornack
Commercial Manager.....Ray Baker
Mgr., Natl. Sales & Sales Serv., Merch., Prom. Mgr. & Pub. Dir.....Richard E. Green
Program Manager.....W. W. Warren
Production Mgr.....Frederick J. Patterson
Chief Engineer.....F. J. Brott

K R S C

SEATTLE—1926

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Sales Corp.
Address.....2939 Fourth Ave. So.
Phone Number.....ELiot 2480
Air Time.....6 a.m.-3 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Adam J. Young, Jr.
Membership .....NAB
President.....P. K. Leberman
Gen., Sta., Comm. Mgr.....J. D. Neidigh, Jr.
Program Director.....Ted Bell
Chief Engineer.....Paul S. Morris

K T W

SEATTLE—1920

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By.....The First Presbyterian Church of Seattle, Wash.
Address.....Seventh Ave. & Spring St.
Phone Number.....Mutual 1250
Air Time .....Unlimited
President.....W. T. Whitney
General Mgr.....Dr. F. Paul McConkey
Sta. Mgr., Chief Engineer.....James S. Ross
Comm., Sales Prom. Mgr.....Don Bevilacqua
Pgm., Prod., Pub. Dir.....R. S. Vogt
Chief Announcer.....William Lehnhoff
Musical Director.....Harriet Hendrick

K V I

SEATTLE—1928—MBS-DON LEE

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Puget Sound Bcstg. Co., Inc.
Business Address.....Camlin Hotel
Phone Number.....SEneca 4848, Seattle; BRoadway 4211, Tacoma
Studio Address.....Camlin Hotel, Seattle; Winthrop Hotel, Tacoma
Transmitter Location..Ellisport, Vashon Island
Air Time .....Unlimited
News Service .....AP
Transcription Service..Lang-Worth, Thesaurus
Representative.....George P. Hollingbery
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....Vernice Irwin
Comm.-Sales Prom. Mgr.....Earl T. Irwin
Pgm. Dir., Chief Anncr.....Harry Long
Chief Engineer.....D. M. McDonough

K X A

SEATTLE—1926

Frequency: 770 Kc.....Power: 1000 Watts
Owned-Operated By.....KXA, Inc.
Bus.-Studio Address.....312 Bigelow Bldg., 4th & Pike
Phone Number.....Seneca 1000
Transmitter Location.....Rhodes Dept. Store, 2nd & Union
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Standard
Representative .....Forjoe
Membership .....NAB
President.....Wesley I. Dumm
Exec. Vice-President.....Lincoln W. Miller
Commercial Managers.....R. G. McArdle, R. A. Kilpatrick
Program Director.....Ben Harkins
Chief Engineer.....John Dubuque

K F I O

SPOKANE—1922

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Spokane Bcstg. Corp.
Address.....526 Riverside Ave.
Phone Number.....Riverside 8033
Air Time.....6:45 a.m.-M.
News Service .....UP
Transcription Service .....World
President.....Arthur L. Smith
Gen., Comm. Mgr.....R. G. McBroom
Production Director.....Dave Gordon
Chief Announcer.....Ron Pozzi
Musical Director.....Rex King

K G A

SPOKANE—1933—ABC

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned-Operated By...Corp. of Gonzaga U.
Bus.-Studio Address.....Radio Central Bldg.
Phone Number.....MAin 5383
Transmitter Location.....Moran Prairie, Rt. 3
Air Time .....Unlimited
News Service .....UP

Transcription Service .....Standard
Representative .....Edward Petry
President.....Francis E. Corkery, S. J.
Gen., Sta., Comm. Mgr.....Harvey Wixson
Pgm., Prod., Pub. Dir....Robert E. Plummer
Chief Announcer.....Hartley Sater
Musical Librarian.....Shirley Curtis
Chief Engineer.....A. G. Sparling
Farm Editor.....Kenneth Hutcheson

K H Q

SPOKANE—1922—NBC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....KHQ, Inc.
Bus.-Studio Address.....Radio Central Bldg.
Phone Number.....MAin 5131
Transmitter Location.....4102 So. Regal
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, Associated
Representative .....Katz
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....Richard O. Dunning
Comm. Sales Prom. Mgr.....Robert H. Wesson
Production Director.....Herb Hess
Chief Announcer.....Richard Godon
Chief Engineer.....John Walker
Farm Editor.....Glenn C. Lorang

K N E W

SPOKANE—1947—MBS-DON LEE

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By....Coeur d'Alene Bcstg. Co.
Bus.-Studio Address.....Sprague & Wall
Phone Number.....Riverside 8035
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NAB
President.....Burl C. Hagadone
General Manager.....C. E. Rodell
Comm.-Sales Prom. Mgr.....W. C. Rhodes
Pgm., Prom. Dir.....Paul Crain
Chief Engineer.....C. W. Evans

K R E M

SPOKANE—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Cole E. Wylie
Address.....215 Realty Bldg.
Phone Number.....MAin 3333
Air Time.....6:30 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Lang-Worth, Cole
Representative.....Forjoe & Co.
Pres., Gen., Sta. Mgr.....Cole E. Wylie
Commercial Manager.....Robert H. Temple
Program Director.....Erwin W. Thomas

K X L Y

SPOKANE—1922—CBS-PNB

Frequency: 920 Kc.....Power: 5,000 Watts
Owned-Operated By.....Symons Bcstg. Co.
Address .....Symons Bldg.
Phone Number.....MAin 1218
Air Time.....Unlimited
News Service .....UP
Transcription Service..Lang-Worth, MacGregor
Representative .....Walker
Membership ..... NAB
President, General Manager.....E. B. Craney
Commercial Manager.....B. E. Woolston
Natl. Sales Manager .....John Funk
Program Director.....George McGowan
Chief Engineer.....George Langford

K M O

TACOMA—1922

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By.....Carl E. Haymond
Bus.-Studio Address.....914½ Broadway
Phone Number.....MAin 4144
Transmitter Location....Colonial Garden Area
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Capitol, Standard
Representative .....McGillvra, Scott
Membership .....NAB
Owner, Gen. Mgr.....Carl E. Haymond
Station Manager.....Jerry Geehan
Comm.-Sales Prom. Mgr.....Ray T. McKenzie
Prog.-Prod. Dir.....Ted Knightlinger
Chief Announcer.....Don Hopkins
Musical Director.....Andriene Hovde
Chief Engineer.....John Boor
Farm Editor.....Claude Doran

K T B I

TACOMA—1941

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tacoma Bcstrs., Inc.
Address.....2715 Center St.
Phone Number.....BRoadway 2241
Air Time.....Daytime
News Service .....UP
Transcription Service.....Cole, World
Representative .....IMS
Membership .....NAB
President.....Harold J. Quilliam
General Manager.....Ed Lovelace
Commercial Manager.....King Mitchell
Program Director.....Anne Rademaker
Chief Engineer.....Dick Velo

K V A N

VANCOUVER—1939

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Vancouver Radio Corp.

Business Address.....Box 610
Phone Number.....Vancouver 150
Studio Address.....707½ Main St.
Transmitter Location....Smith Lake, Portland, Ore.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, Standard
Representative .....John Keating
Membership .....NAB
President.....Sheldon F. Sackett
General-Station Mgr.....Fred F. Chitty
Comm. Manager.....Mark F. DeLaunay
Prog.-Prod.-Musical Dir.....Rickey Bras
Pub. Dir., Farm Editor.....George Conner
Chief Engineer.....Edgar Means

KUJ

WALLA WALLA—1928—MBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....KUJ, Inc.
Business-Studio Address.....55 E. Main St.
Phone Number 1230
Transmitter Location.....U. S. Hway 410 & Sudbury Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Representative.....W. S. Grant, John Keating
Membership .....NAB, BMB
Pres., Gen. Mgr.....H. E. Studebaker
Comm. Mgr.....(National) Don Wike, (Local) Norval Armes
Pgm., Prod. Dir.....Howard Rhoads
Musical Director.....Don Keith Van Velzer
Chief Engineer.....M. L. MacLafferty
Farm Editor.....Bob Hofer

KWWB

WALLA WALLA—1946—KBS-ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Walla Walla Bcstg. Co.
Bus.-Studio Address.....First & Main Sts.
Phone Number 4103
Transmitter Location.....Second & Cordiner
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Membership .....NAB
President.....John W. Kendall
Gen.-Sta.-Comm. Mgr.....Kenneth K. Williams
Promotion Mgr.....Adaline Bussard
Chief Announcer.....John Munroe
Chief Engineer.....Tyrus T. MacFadden

KPQ

WENATCHEE—1929—ABC

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Oper. By.....Wescoast Bcstg. Co., Inc.
Bus.-Studio Address.....2nd & Columbia Sts.
Phone Number 2757
Transmitter Location..Wenatchee & Columbia Rivers Junct.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Associated, World, Cole
Representative.....Joseph Hershey McGillvra, John Keating
Membership .....NAB, BMB
President .....Rogan Jones
Gen., Sta. Mgr.....James W. Wallace
Commercial Mgr.....Pat O'Halloran
Sales Prom. Mgr., Pgm. Mgr.....Bill Green
Production Director.....Emerson Elder
Traffic Manager.....Dorothy Lee
Chief Engineer.....George Frese
News, Farm Editor.....Bill Hoard

KWNW

WENATCHEE—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Apple-Land Bcstrs., Inc.
Bus.-Studio-Transmitter Address.....1119 N. Wenatchee Ave., P. O. Box 1510
Phone Number 2468
Air Time.....6a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Walter Biddick
Membership .....NAB
President.....James B. Hatfield
General Manager....James H. "Tex" Lawson
Comm., Sales Prom. Mgr.....Jim Thain
Program Director.....William C. Yeomans
Production Director.....William Endicott
Publicity Director.....Stuart De Laney
Chief Announcer.....Louis F. Wolf
Chief Engineer.....William McCoy
Farm Editor.....Bill Yeomans

KIMA

YAKIMA—1944
CBS-COLUMBIA PACIFIC

Frequency: 1460 Kc....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Cascade Bcstg. Co., Inc.
Address .....Arcade Bldg.
Phone Number 6197
Studio-Transmitter Location...Terrace Heights
Air Time.....5 a.m.-M.
News Service .....AP
Transcription Service..Lang-Worth, Associated
Representative .....Weed
Membership .....BMB
President.....A. W. Talbot
Gen., Sta., Sales Prom. Mgr.....R. Lee Black
Program Director.....Tom Bostic
Production Director.....Wesley R. Roberts
Publicity Director.....Jane Mogren
Chief Announcer.....Dick Stokke
Chief Engineer.....J. Barry Watkinson
News Editor.....Ed Morrissey

KIT

YAKIMA—1929—ABC

Frequency: 1280 Kc.....Power: 1000 Watts
Owned By.....Valley Bcstrs.
Operated By.....Carl E. Haymond
Business-Studio Address..414 E. Yakima Ave.
Phone Number 8115
Transmitter Location.....Washington Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Capitol
Representative.....Joseph Hershey McGillvra, John Keating, McGillvra
Pres., General Mgr.....Carl E. Haymond
Gen., Sta. Mgr.....James A. Murphy
Comm. Mgr., Pub. Dir.....Lincoln Kirk
Sales Prom. Mgr., Pub. Dir.....William Moody
Prog.-Prod. Director.....James W. Nolan
Chief Announcer.....Don White
Musical Director.....Harrison A. Miller
Chief Engineer.....H. B. Murphy
Farm Editor.....Pete Wick

KYAK

YAKIMA—1947—MBS-DON LEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Yakima Bcstg. Corp.
Business Address.....P. O. Box 172
Phone Number 2-7143
Studio-Transmitter Location.....Mead & Fair Aves.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative.....W. S. Grant
Membership .....NAB
Pres., Gen. Mgr.....Robert S. McCaw
Comm.-Sales Prom. Mgr., Chief Engr. Gordon Allen
Publicity Director.....Anthony Maucione
Musical Director.....Orey Willert
Farm Editor.....Dick Passage

WEST VIRGINIA

Estimated Population 1,941,000—Increase + 2.1%—Radio Homes 452,000
Radio Families 481,000—Stations in State 34

WJLS

BECKLEY—1939
CBS-PERSONALITY

Frequency: 560 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Joe L. Smith, Jr., Inc.
Bus.-Studio Address.....WJLS Bldg., Main & Kanawha St.
Phone Number 7311
Transmitter Location....Routes 19-21, 0.5 Mi. S.E. Beckley
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Cole
Representative .....Weed
Membership .....NAB, BMB
President.....Joe L. Smith, Jr.
General-Station Mgr.....Virginia N. Cooper
Commercial Manager.....George J. Gray
Sales Prom. Mgr., Pub. Dir.....W. R. Barrett
Pgm., Prod. Dir.....R. C. Brown
Chief Announcer.....Jack Pevora
Musical Director.....Mervyn Amols
Chief Engineer.....Al J. Ginkel
Farm Editor.....William R. Barrett

WWNR

BECKLEY—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Rahall Bcstg. Co.
Business-Studio Address.....1565 Harper Rd.
Phone Number 9309
Transmitter.....Willis Farm, 1565 Harper Rd.
Air Time..... 6a.m.-12:30 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Joseph Hershey McGillvra
President.....N. Joe Rahall
Gen., Sta., Comm. Mgr.....Tom Douds
Program Director.....Don Hays
Production Dir.....Dennis Hollandsworth
Publicity Director.....Gene Moorehouse
Chief Engineer.....Estil Wills

WHIS

BLUEFIELD—1928—NBC

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Oper. By....Daily Telegraph Prtg. Co.
Bustiness-Studio Address....623 Commerce St.
Phone Number 7114
Transmitter Location.....Harry Heights
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Cole
Representative .....Katz
General Manager.....P. T. Flanagan
Pgm., Pub. Dir.....William Hostetter
Prod.-Musical Dir.....Barnes Nash
Chief Engineer.....P. T. Flanagan

WKOY

BLUEFIELD—1948—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Bluefield Co.
Address.....West Virginian Hotel
Phone Number 7405
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Associated, Capitol
Pres., Gen. Mgr.....J. Lindsey Alley
Vice-President.....Odes E. Robinson
Secty.-Treas.....E. Bernard Jarrett
Program Director.....E. E. Ebersole
Chief Engineer.....Max Blakemore

WCAW

CHARLESTON—1946—SBN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Corp.
Business Address.....P. O. Box 2791
Phone Number 37-503
Studio-Transmitter Location.....16th St. & MacCorkle Ave., S.E.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....McGillvra
Membership .....NAB
President.....Garland F. Wilkinson
Gen., Sta., Comm. Mgr.....John S. Phillips
Program Director.....Al Walker
Production Director.....George Oleson
Chief Announcer.....Chet Townsend
Chief Engineer.....William Stone

WCHS

CHARLESTON—1927—CBS-W. VA.

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....Charleston Bcstg. Co.
Address .....WCHS Auditorium
Phone Number 28-131
Transmitter .....So. Charleston
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Standard
Representative .....Branham
Membership .....NAB, BMB
President.....Lewis C. Tierney
Gen., Comm. Mgr.....John T. Gelder, Jr.
Promotion Manager.....Harry M. Brawley
Production Director.....Frank Anuano
Program Director.....Morton S. Cohn
Chief Engineer.....Odes E. Robinson
Farm Editor .....Frank Welling

WGKV

CHARLESTON—1939—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Kanawha Valley Bcstg. Co., Inc.
Business-Studio Address.....Empire Bldg.
Phone Number 37-541
Transmitter Location.....Coal Branch Heights
Air Time.....Unlimited
New Service .....AP
Transcription Service .....Thesaurus
Representative....Robert Meeker Assoc., Inc.
Membership .....NAB
President .....Richard M. Venable
Gen., Sta. Mgr.....H. V. Diefenbach
Promotion Mgr.-Pub. Dir.....Juanita Barker
Program Director.....C. P. Vogel, Jr.
Production Director.....Charles Coleman
Chief Announcer.....Bill Richards
Chief Engineer.....George Whiteman

WKNA

CHARLESTON—1946—ABC
PERSONALITY

Frequency: 950 Kc...Power: 5000 d., 1000 n.
Owned-Oper. By.....Joe L. Smith, Jr., Inc.
Bus.-Studio Address.....804 Kanawha Blvd.
Phone Number 39-971
Transmitter Location.....Tyler Mountain Rd.
Air Time .....Unlimited
News Service .....AP
Representative .....Weed
Membership .....BMB
President.....Joe L. Smith, Jr.
Gen.-Sta.-Comm. Mgr.....James T. Quirk
Sales Prom. Mgr.....Jack Satterfield
Pgm., Prod. Dir.....Robert N. Provence
Musical Director.....Arlene Johnson
Chief Engineer.....Taylor Marcum

WTIP

CHARLESTON—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Chemical City Bcstg. Co.
Bus.-Studio Address.....Capitol & Fife
Phone Number 23-136
Transmitter Location.....Stricker Rd.
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Representative .....Forjoe
Membership .....NAB
President .....Gus Zaharis
Gen., Sta., Comm. Mgr.....Berton Sonis
Program Director.....Bob Bower
Chief Engineer.....Paul Sullivan

WBLK

CLARKSBURG—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....News Publishing Co. of Wheeling
Bus.-Studio Address.....444½ W. Pike St.
Phone Number 4-7571
Transmitter Location.....Pinnickinnick Hill
Air Time .....Unlimited
News Service .....AP

Transcription Service.....Lang-Worth, SESAC
Representative .....Branham
Membership .....NAB
President .....Austin Wood
General Manager.....George H. Clinton
Station-Comm. Mgr.....Fred Zimmerman
Publicity Director.....Richard Duncan
Program Director.....Donald McWhorter
Musical Director.....Russell Bonasso
Chief Engineer.....Harry S. Brown

WHAR

CLARKSBURG—1946—MBS-KBS ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Mountain State Bcstg. Co.
Address.....1200 E. Pike St.
Phone Number 4-5525-6
Air Time.....7 a.m.-M.
News Service .....UP
Representative.....Joseph Hershey McGillvra
Membership .....NAB
Pres., Gen., Sta. Mgr.....Glacus G. Merrill
Commercial Manager.....F. T. Gregg
Sales Prom. Mgr., Pub. Dir.....Robert Edge
Program Director.....Janice Williams
Production Director.....Ruth E. Hern
Chief Announcer.....Frank Berry
Chief Engineer.....Andrew H. Kovlan

WPDX

CLARKSBURG—1947

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Clarksburg Bcstg. Corp.
Business-Studio Address.....339 W. Main St.
Phone Number 4-6425
Transmitter Location.....3½ Mi. S. of Clarksburg on Weston Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....World, Capitol
President.....O. L. Billingsley
Gen., Sta. Mgr.....R. C. Warden
Comm., Sales Prom. Mgr.....Joe M. Larosa
Prog. Dir., Farm Editor.....Dewitt Wyatt
Production Director.....John Peters
Musical Director.....Ann Van Sickle
Chief Engineer.....R. D. Hough

WDNE

ELKINS—1948—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....West Virginia Radio Corp.
Address.....Washington & Davis Sts. P. O. Box 967
Phone Number 1300-1
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Standard, Keystone
Membership .....NAB
Station Manager.....Roger W. Conway
Sales Prom. Mgr.....Ambrose F. White
Program Director.....Robert L. Bragg
Publicity Director.....Ann Steever
Chief Engineer.....Edmund Sepe

WMMN

FAIRMONT—1927—CBS

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Oper. By.....Fort Industry Co.
Business-Studio Address.....208 Adams St.
Phone Number 3100
Transmitter Location .....Monongah
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Cole, Lang-Worth
Representative .....Katz
Membership .....NAB, BMB
President.....George B. Storer
V.P., Gen. Mgr.....Allen L. Hald
Commercial Manager.....Charles E. Smith
Program Director.....Frank Lee
Promotion Manager.....William W. Powell
Chief Engineer.....Joseph C. Strelauski

WVVW

FAIRMONT—1947—MBS ABC-SBN-ATLANTIC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Fairmont Bcstg. Co., Inc.
Business-Studio Address.....Radio Park
Phone Number 5000-1
Transmitter Location..Palatine Knob, Radio Pk.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Donald Cooke
Membership .....NAB, FMA
President.....J. Patrick Beacom
Gen., Sta. Mgr.....Numa Fabre, Jr.
Comm., Sales Prom. Mgr.....John F. Watkins
Prog. Dir., Chief Announcer....Harry A. Riley
Production Director.....Nancy Wheeler
Chief Engineer.....Charles Hinkle

WHTN

HUNTINGTON—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper...Greater Huntington Radio Corp.
Business-Studio Address....1112½ Fourth Ave.
Phone Number 3-3453
Transmitter Location..Zilman Farm, Overby Rd.
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
Representative .....Friedenberg
President.....A. B. Hyman
Gen., Sta. Mgr.....George Brengel
Commercial Manager.....Arnold Silvert
Program Director.....Dean Storm
Production Director.....Lan Singer
Chief Engineer.....Harold F. Sturm

WPLH

HUNTINGTON—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Huntington Bcstg. Corp.
Business-Studio Address.....1105 Fourth Ave.
Phone Number 3-3421
Transmitter Location....16th St., W. & Jackson Ave.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Capitol
Representative .....Transit Radio
Membership .....NAB
Pres., Gen., Sta. Mgr.....Flem J. Evans
Program Director.....Joseph J. Herget
Commercial Manager.....Bernard Sammons
Sales Prom. Mgr.....Lillian Swann
Chief Engineer.....William R. Haldane

WSAZ

HUNTINGTON—1923
ABC-WEST VIRGINIA

Frequency: 930 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WSAZ, Inc.
Business-Studio Address.....912½ Third Ave.
Phone Number 38-401
Transmitter Location.....28th St. & Park at C. & O. R. R.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Lang-Worth, SESAC
Representative .....Branham
Membership .....NAB, BMB
President.....Col. J. H. Long
Gen., Sta. Mgr.....Marshall Rosene
Commerical Manager.....Tom Garten
Sales Prom. Mgr.; Pub. Dir.....Wm. Tracey
Prod. Dir., Chief Anncr.....Bert Shimp
Pgm., Musical Dir.....Ted Eiland
Chief Engineer.....Leroy Kilpatrick

WLOG

LOGAN—1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Clarence H. Frey & Robert O. Greever
Address .....Logan
Phone Number 540
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World

WEPM

MARTINSBURG—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Martinsburg Bcstg. Co.
Business Address.....P. O. Box 874
Phone Number 1146
Studio Address.....People's Trust Co. Bldg.
Transmitter Location .....Red Hill
Air Time.....6:58 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NAB, BMB
Co-Partners.....C. M. Zinn, C. Leslie Golliday
Gen., Sta. Mgr.....C. Leslie Golliday
Comm., Sales Prom. Mgr..Edward W. Dockeney
Pgm. Dir., Chief Anncr.....Charles Rand
Production Director.....Robert Brown
Chief Engineer.....Sterling Heil
Farm Editor.....Edward W. Dockeney

WMON

MONTGOMERY—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayette Associates, Inc.
Address.....Box 750, 1028 1st Ave.
Phone Number 620
Air Time.....6 a.m.-M.
News Service .....AP
Transc iption Service .....World
Membership .....NAB, BMB
President.....Arnold M. Vickers
Comm.-Sales Prom. Mgr., Publicity Director.....Andrew W. Vickers
Prog.-Prod. Dir.....James G. Holmes
Chief Engineer.....Campbell J. Craver

WEST VIRGINIA

WHY IS AP THE BEST?

BECAUSE—AP members, the greatest body of news collectors in the world today, provide their news to their AP.

W. VA. AP RADIO ASSN.

President: George A. Clinton — WPAR, Parkersburg
Vice-Presidents: John V. Gelder—WCHS, Charleston; Pat Flanagan—WHIS, Bluefield; J. Patrick Beacom—WVVW, Fairmont
Treasurer: Joe L. Smith, Jr. — WKNA, Charleston
Executive Board: John A. Phillips—WCAW, Charleston; Fred Zimmerman—WBLK, Clarksburg; William Rine — WWVA, Wheeling
News Committee Chairman: Flem Evans—WPLH, Huntington
Cooperation Committee Chairman: Phil Vogel—WGKV, Charleston

WEST VIRGINIA

WAJR

MORGANTOWN—1941—MBS-KBS

MOUNTAINEER

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...West Virginia Radio Corp.
Business-Studio Address.....446 Spruce St.
Phone Number 9488
Transmitter Location.....100 Charleston Ave.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Membership .....NAB
President.....Mrs. H. C. Greer
General Manager.....Ferd Browning, Jr.
Sales Manager.....John J. Johns
Program Director.....Bos Johnson
Publicity Director.....Marjorie C. Myers
Chief Announcer.....Nick Basso
Chief Engineer.....Clarence Rulong

WOAY

OAK HILL—1946

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Robert R. Thomas, Jr.
Business Address.....Oak Hill
Phone Number 651
Studio-Transmitter Location.....1 Mi. So. of Oak Hill on Hway. 21
Air Time .....Daytime
News Service .....AP
Transcription Service .....Capitol
Membership .....NAB, BMB
Owner, Gen. Mgr., Musical Dir., Chief Engineer.....Robert R. Thomas, Jr.
Commercial Manager.....W. Thompson
Production Director.....Myrtle McPherson
Pgm. Dir., Chief Anncr., Farm Editor....Hugh McPherson

WCOM

PARKERSBURG—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Parkersburg Bcstg. Co.
Business-Studio Address.....317 Ninth St.
Phone Number 7-4991-2
Transmitter Location.....New York Ave.
Air Time.....7 a.m.-1:15 a.m.
News Service .....UP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
President.....Joseph M. Handlan
General Mgr.....Richard S. Cotterman
Program Director.....Joan Yoke
Chief Engineer.....Buford Barickman

WPAR

PARKERSBURG—1935—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ohio Valley Bcstg. Corp.
Business-Studio Address.....211 5th St.
Phone Number 75-475
Transmitter Location.....Route 2
Air Time.....6:30 a.m.-1:05 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Branham
Membership .....NAB
President.....Austin V. Wood
Gen., Sta., Comm. Mgr.....George H. Clinton
Sales Prom. Mgr.....Lawrence V. Murphy
Program Director.....Shermin Grimm
Publicity Director.....Barbara O'Brien
Chief Engineer.....V. G. Brooks

WWYO

PINEVILLE—1949

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Wyoming Bcstg. Co., Inc.
Address .....Pineville
Phone Number 2711
Air Time .....Daytime
News Service .....UP
Transcription Service.....Cole, MacGregor
President.....R. D. Bailey
Exec. Vice-Pres.....Jack K. Shipman
Commercial Manager.....James J. Goode
Program Director.....Charles M. Erhard, Jr.
Chief Engineer.....William D. Stone

WLOH

PRINCETON—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mountain Bcstg. Service, Inc.
Business Address.....P. O. Box 549
Phone Number.....567, 1018
Studio-Transmitter Location.....Lilly Grove
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
President.....Harold P. Hunnicutt
Gen., Station Mgr.....Melvin F. Barnett, Sr.
Comm., Sales Prom. Mgr.....James M. Angel
Program Director.....James H. Mayes, Jr.
Prod. Dir., Chief Ann.....John Duke Bowman
Publicity Director.....Margie Huddleston
Musical Director.....Mrs. Nancy Crotty
Chief Engineer.....Earl H. Graham
Farm Editor.....James H. Mayes, Jr.

WRON

RONCEVERTE—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....William E. Blake

Address .....Ronceverte
Phone Number 300
Air Time .....Unlimited
News Service .....AP
Transcription Service .....SESAC
Representative.....Joseph Hershey McGillvra
Membership .....NAB, BMB
Pres., Gen. Mgr.....William E. Blake
Commercial Manager.....Carl E. Lipps
Program Director.....John Morrissey
Chief Engineer.....Herbert S. Jackson

WBRW

WELCH—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....McDowell Service Co.
Address.....10 Riverside Drive
Phone Number.....818
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Standard
Membership .....NAB, BMB
President.....J. G. Hunt
Gen. Comm. Mgr.....Ellis Landreth
Program Director.....John J. Villani
Chief Engineer.....Howard R. King

WHAW

WESTON—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lewis Service Corp.
Business-Studio Address.....Main Ave.
Phone Number 1555
Transmitter Location.....East Weston Hill
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Associated
Representative .....Donald Cooke
President .....Harold McWhorter
Gen.-Comm. Mgr.....Carl Loose
Sales Promotion Manager..Edward Whikehart
Chief Announcer.....Robert Hall
Musical Director.....Bud Dieckman
Chief Engineer.....Roscoe Baily

WHLL

WHEELING—1949

Frequency: 1600 Kc....Power: 1000 Watts d.
Owned-Operated By.....Wheeling Bcstg. Co.
Address .....Box 989
Phone Number 6700
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Owners.....K. H. Forney, G. A. Forney, E. L. Freeman
Gen. Mgr., Chf. Engr.....K. H. Forney
Program Director.....Edward G. Trisler

WKWK

WHEELING—1941—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Community Bcstg., Inc.
Address..Pythian Building, 16th & Market Sts.
Phone Number.....5320
Air Time .....Unlimited
News Service .....UP
Station Representative .....Weed
Membership .....BMB
President.....Joe L. Smith, Jr.
General Manager.....John B. Reynolds
Commercial Manager.....Alfred C. Ihlenfeld
Production Manager.....J. Alan Jasper
Program Director.....Nancy A. Hilmes
Chief Announcer.....Ray Vingi
Chief Engineer.....Fred A. Baker

WWVA

WHEELING—1926—CBS

Frequency: 1170 Kc.....Power: 50,000 Watts
Owned-Operated By....The Fort Industry Co.
Address.....Hawley Bldg.
Phone Number.....Wheeling 5383
Transmitter Location.....St. Clairsville, Ohio
Air Time.....Unlimited
News Service .....AP
Transcription Service.....Lang-Worth, Cole
Representative .....Petry
Membership .....NAB, BMB
President.....George B. Storer
V.-P., Managing Director.....Wm. E. Rine
Sales Promotion Mgr.....Howard W. Meagle
Ass't Mgr.-Dir.....Paul J. Miller
Program Director.....Paul A. Myers
Chief Engineer.....Edwin L. Keim

WBTH

WILLIAMSON—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Williamson Bcstg. Corp.
Business Address .....Williamson
Phone Number 1241-2
Studio-Transmitter Location.....5½ E. Second Ave.
Air Time..... 6a.m.-M.
News Service .....UP
Transcription Service .....World
Membership .....NAB, BMB
President .....Clarence Lovitch
Gen.-Sta.-Comm. Mgr.....Alice Shein
Program Director.....John T. Blair, Jr.
Chief Engineer.....Robert W. Bullio

WISCONSIN

Estimated Population 3,355,000—Increase +6.9%—Radio Homes 941,000
Radio Families 954,000—Stations in State 48

WATK

ANTIGO—1947

Frequency: 900 Kc.....Power: 250 d.
Owned-Operated By.....Antigo Bcstg. Co.
Address .....Antigo-Journal Bldg.
Phone Number 900
Air Time .....Daytime
President.....Artemas F. Buner

WHBY

APPLETON—1924—MBS
WISCONSIN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Bus.-Studio-Transmitter Address.....600 So. Lawe St.
Phone Number 3-6639
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Everett-McKinney
Membership .....NAB, BMB
General, Station Manager.....Earl H. Huth
Commercial Manager.....W. C. Porsow
Sales Prom. Mgr.....F. Douglas Chingo
Program Director.....Robert Petrie
Production Director.....Harold Zahorik
Publicity Director.....Milton Boehm
Chief Announcer.....Harry Krane
Music Director.....Cay Brook
Chief Engineer.....George Merkl
Farm Editor.....Wallace MacBriar

WATW

ASHLAND—1940—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Upper Michigan-Wisconsin Bcstg. Co., Inc.
Business-Studio Address...Northern State Bank Bldg.
Phone Number 1608
Transmitter Location .....Ashland
Air Time.....6:25 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Walker
Membership .....NAB
President.....William L. Johnson
Vice Pres., Gen. Mgr.....J. W. Huss
Station Manager.....T. G. Hogan
Sales Promotion Manager.....Arnold Peterson
Program Director.....Mary Jean Anno
Chief Announcer.....Clyde Johnson
Chief Engineer.....Otto Link

WBEL

BELOIT—1948

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Beloit Bcstrs., Inc.
Business-Studio Address....335 E. Grand Ave.
Phone Number.....Col. 1380
Transmitter Location.....900 E. Elmwood Ave.
Air Time .....Daytime
News Service .....AP
President .....Lloyd Burlingham
Gen., Sta., Comm. Mgr.....L. O. Fitzgibbons
Program Director.....John Rhodes
Chief Announcer.....Bob Scholz
Musical Director.....Dusty Lee
Chief Engineer.....Leo Wilson

WGEZ

BELOIT—1948—MBS-WISCONSIN

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Oper. By.....Beloit Bcstg. Co.
Business-Studio Address.....Hotel Hilton
Phone Number.....College 6024
Transmitter Location.....Dearborn Ave.
Air Time.....6:00 a.m.-M.
News Service .....AP
Transcription Service..Capitol, RCA Thesaurus
Representative.....William G. Rambeau
President.....Sidney H. Bliss
General Manager.....Vern W. Williams
Commercial Manager.....Bill Bessire
Chief Engineer.....Harold Winkenwerder

WBIZ

EAU CLAIRE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WBIZ, Inc.
Bus.-Studio-Transmitter Address..609 Cameron St.
Phone Number 5111-2
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
President, General Mgr.....James J. Conroy
Station Manager.....Alvina Britz
Prod.-Prog. Dir.-Chf. Anncr..Williard S. Jackson
Chief Engineer.....Claude V. Thomas

WEAU

EAU CLAIRE—1937
NBC-ARROWHEAD

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Central Bcstg. Co.
Business-Studio Address....203 S. Barstow St.
Phone Number 6149
Transmitter Location.....Seymour Rd.
Air Time.....5:30 a.m.-M.

News Service ..... UP
Transcription Service .. Associated, Lang-Worth
Representative ..... George P. Hollingbery
Membership ..... NAB, BMB
President ..... Morgan Murphy
General Manager ..... W. C. Bridges
Station-Comm. Mgr. ..... Harry S. Hyett
Sales Prom. Mgr., Prog. Dir. .. Robert E. Nelson
Publicity Director ..... Dick Vogel
Chief Engineer ..... T. O. Jorgenson
Farm Editor ..... Carl Johnson

WRFW

EAU CLAIRE—1948

Frequency: 1050 Kc. .... Power: 1000 Watts d.
Owned-Oper. By .... Chippewa Valley Radio & Telev. Corp.
Bus.-Studio-Transmitter Address ... Rudolph Rd.
Phone Number 2-1629
Air Time ..... Daytime
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Forjoe
President ..... Thomas K. Werner
Gen. Mgr., Pub. Dir. ..... John E. Kelly
Program Director ..... Robert Froemming
Comm., Sales Prom. Mgr. ..... Richard Werner
Production Director ..... W. Hill
Chief Engineer ..... Oscar Sielaff

KFIZ

FOND DU LAC—1922
MBS-WISCONSIN

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... KFIZ Bcstg. Co.
Bus.-Studio-Transmitter Address .. 18 W. First St.
Phone Number 356
Air Time ..... 7 a.m.-10:00 p.m.
News Service ..... UP
Membership ..... NAB
President ..... A. H. Lange
Exec. Vice Pres. ..... Emery W. Martin
General Manager ..... Lynn N. Fairbanks
Program Director ..... Lucille Fairbanks
Chief Engineer ..... Wendell S. Meyers

WBAY

GREEN BAY—1922—CBS

Frequency: 1360 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... WHBY, Inc.
Business-Studio Address ..... Bellin Bldg.
Phone Number ..... Adams 1
Transmitter Location ..... W. De Pere
Air Time ..... 5 a.m.-12:05 a.m.
News Service ..... AP
Representative ..... Weed
General-Station Mgr. ..... Haydn R. Evans
Sales Prom. Manager ..... Lee Stinson
Program Director ..... Clair Stone
Production Director ..... Roger Muller
Promotion Director ..... Karl Gorsche
Chief Engineer ..... Wallace Stangel

WDUZ

GREEN BAY—1947—ABC

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Green Bay Bcstg. Co.
Business-Studio Address ..... Nicolet Bldg.
Phone Number ..... Howard 6300
Transmitter Location .. Cass St., Town of Preble
Air Time ..... 6 a.m.-M.
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... Taylor-Borroff
Membership ..... NAB, BMB
Pres., Sta. Mgr. ..... Ben A. Laird
General Manager ..... Robert G. Nelson
Commercial Manager ..... Forster M. Cooper
Prog.-Prod. Director ..... Don Arthur
Pub. Dir., Chief Announcer .. John R. Kessenich
Musical Director ..... Roy Hessler
Chief Engineer ..... Paul C. Tyrrell

WJPG

GREEN BAY—1947—WISCONSIN

Frequency: 810 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By .... Green Bay Newspaper Co.
Business Address ..... Green Bay
Phone Number ..... Howard 6400
Studio Address ..... Box 175
Transmitter Location ..... Bellevue
Air Time ..... 6 a.m.-local sunset
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Rambeau
Membership ..... NAB, FMA
President ..... V. I. Minahan
General Manager ..... A. B. Turnbull
Business Manager ..... Joseph Horner
Station Manager ..... John M. Walter
Commercial Manager ..... Glen R. Holznecht
Program Director ..... Russ Widoe
Publicity Director ..... Ann Weizenegger
Musical Director ..... Vi Govin
Chief Engineer ..... Elmo Reed
Farm Editor ..... Les Sturmer

WCLO

JANESVILLE—1930
MBS-WISCONSIN

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Southern Wisconsin Radio, Inc.
Business-Studio Address .. 200 E. Milwaukee St.
Phone Number 3311
Transmitter Location ..... 1436 So. Oakhill Ave.
Air Time ..... 6:30 a.m.-M.
News Service ..... AP
Transcription Service ..... World, SESAC, Lang-Worth
Representative ..... William G. Rambeau
Membership ..... NAB, BMB
President ..... Sidney H. Bliss
General Manager ..... Vern W. Williams

Asst. Manager.....Joseph G. Urban
Commercial Manager.....Charles W. Bessire
Chief Announcer.....Don Boyd
Musical Director.....Bea Harris
Chief Engineer.....Wayne Clay
Farm Editor.....Grant A. Ritter

WLIP

KENOSHA—1947

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Kenosha Bcstg. Co.
Bus.-Studio-Transmitter Address....625 57th St.
Phone Number 6162
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Everett-McKinney
Membership .....NAB
Owner, Gen. Mgr.....William L. Lipman
Sta., Comm. Mgr.....Hugh Gately
Program Director.....Jerome Golden
Chief Engineer.....Casimir Lubinsky
Chief Announcer.....Leo Porwaniecki
Farm Editor.....Joseph Pyne

WKBH

LA CROSSE—1923—NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBH, Inc.
Business-Studio Address.....409 Main St.
Phone Number 450
Transmitter Location.....Gillette St. nr. Hway. 16
Air Time.....6 a.m.-M.
News Serivce .....AP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President, Station Mgr.....Howard Dahl
Program Director.....Berneice Callaway
Publicity Director.....Paul Ziemer
Chief Engineer.....Al Leeman

WKTY

LA CROSSE—1948—MBS

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By.....La Crosse Bcstg. Co.
Business-Studio Address.....112 N. 4th St.
Phone Number 790
Transmitter Location..On Stoddard Rd. Hway. 53, 4 Mi. So. of La Crosse
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....MacGregor
Representative .....Weed
Membership .....BMB
Vice-Pres., Gen. Mgr.....Verl Bratton
Asst. Mgr., Prog. Dir.....John Bondeson
Chief Engineer.....J. Harold White

WLCX

LA CROSSE—1947—ABC

Frequency: 1490 Kc.....Power 250 Watts
Owned-Operated By.....Bermac Radio, Inc.
Business-Studio Address.....State Bank Bldg.
Phone Number 4379-671
Transmitter Location.....Lang Drive
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Standard
Membership .....BMB
President.....James J. Conroy
General, Station Manager.....Milo Knutson
Commercial Manager.....Robert Gaumer
Sales Promotion Mgr.....Newton G. Thompson
Prog. Dir.-Production Mgr.....S. O. Torgerson
Publicity Director.....Rosemary Castor
Chief Announcer.....Bill Green
Music Director.....Glenn Champlin
Chief Engineer.....Elphin G. Rinn
Farm Editor.....Clifford Lue

WLDY

LADYSMITH—1948—KBS WISCONSIN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Flambeau Bcstg. Co.
Bus.-Studio-Transmitter Address.Westlake Ave.
Phone Number 584
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service.....World, Keystone
Representative .....Thomas Clark
Membership .....NAB, BMB
President.....O. J. Falge
Gen., Sta. Mgr.....A. T. Shields
Commercial Manager.....R. I. Foreman
Sales Prom. Mgr., Pub. Dir.....Corinne Kopp
Prog., Prod. Dir.....Joseph Dahlvig
Chief Announcer.....Jeff Evans
Chief Engineer.....Darrel Holbrook
Farm Editor.....Orrin Garwood

WIBA

MADISON—1925—NBC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By.....Badger Bcstg. Co.
Business-Studio Address.....3800 Regent St.
Phone Number 3-5311
Transmitter Location .....Fitchburg
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....William T. Evjue
General Manager.....Kenneth F. Schmitt
Business Manager.....Howard A. Johnson
Program Director.....Robert N. Dick
Chief Engineer.....Norman Hahn
Farm Editor.....Frank Mayfield

WISC

MADISON—1948
ABC-ARROWHEAD

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By....Radio Wisconsin, Inc.
Bus.-Studio Address.....Commercial State Bank Bldg.
Phone Number 7-2588
Transmitter Location....Seyene Rd., 1 Mi. So. of Madison
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Associated
Representative.....George P. Hollingbery
President .....Morgan Murphy
Executive Director.....W. C. Bridges
Station Manager.....Ralph O'Connor
Comm., Sales, Prom. Mgr....Richard Nickeson
Pgm., Pub. Dir.....Joann Markward
Prod. Dir.....Jerry Harper
Chief Announcer.....Bob Swanson
Musical Director.....Charles Dickoff
Chief Engineer.....W. M. Greely

WKOW

MADISON—1947—MBS

Frequency: 1070 Kc....Power: 10,000 Watts d. 5,000 Watts n.
Owned-Operated By.....Monona Bcstg. Co.
Business Address....215 W. Washington Ave.
Phone Number.....Gifford 7100
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Headley Reed
President.....S. A. Watson
General Manager.....Ralph A. Ammon
Commercial Manager.....Phil Wood
Program Director.....William T. Wagner
Promotion Manager.....Will Sumner
Chief Engineer.....Vincent Vanderheiden

WOMT

MANITOWOC—1926—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Francis M. Kadow
Business-Studio Address.....Radio Bldg.
Phone Number 6015
Transmitter Location..3600 Block, Marshall St.
Air Time.....7 a.m.-6 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Ra-Tel
Membership .....NAB
Owner, General Mgr.....Francis M. Kadow
Asst. Mgr., Prog. Dir.....George H. Erdman
Comm.-Sales Prom. Mgr....John M. Kadow, Jr.
Prod. Dir., Chief Announcer.....G. H. Todd
Publicity Director.....Ralph Norman
Musical Director.....El Roy
Chief Engineer.....W. C. Duben

WMAM

MARINETTE—1939—NBC

Frequency: 570 Kc.....Power: 250 Watts d.; 100 Watts n.
Owned-Oper. By.....M. & M. Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address....Radio Park
Phone Number 2-6631-2-3
Air Time .....Unlimited
News Service .....UP
Representative .....Robert Meeker
Membership .....NAB, BMB
President.....William E. Walker
General-Station Mgr.....Joseph D. Mackin
Commercial Manager.....Howard L. Emich
Sales Prom. Mgr., Pub. Dir.....Pat Kehoe
Program Director.....Bob Southard
Chief Engineer.....Leo Stewart
Farm Editor.....John Bell

WDLB

MARSHFIELD—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Dairyland's Bcstg. Svc., Inc.
Bus-Studio-Transmitter Address.....1710 N. Central Ave.
Phone Number 1212
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service.....SESAC, Capitol
President.....Lloyd L. Felker
General-Station Mgr.....R. W. Behling
Commercial Manager.....Duane Allen
Sales Prom. Manager.....Harris G. Carter
Program Director.....Bob Hansen
Prod. Dir., Farm Editor.....Larry Sundquist
Chief Announcer.....Jack Kenney
Musical Director.....Ulamae Knutson
Chief Engineer.....Gerald Boos

WIGM

MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....George F. Meyer
Bus.-Studio-Transmitter Address .....Medford
Phone Number 5147
Air Time .....Unlimited
News Service .....UP
Transcription Service .....SESAC
Representative .....Continental
Owner, Gen. Mgr.....George F. Meyer
Program Director.....Irma Meyer
Chief Engineer.....Ray Bohnert

WLIN

MERRILL—1948

Frequency: 730 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....Alvin E. O'Konski
Business Address.....Merrill
Air Time .....Daytime

News Service ..... AP
Transcription Service ..... Standard, Capitol
President ..... Alvin E. O'Konski
General Manager ..... Tony Marta
Commercial Manager ..... Lew Process
Program Director ..... Elizabeth Obey
Chief Engineer ..... Chris Zercher

WEMP

MILWAUKEE—1935

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Milwaukee Bcstg. Co.
Bus.-Address ..... 710 N. Plankinton Ave.
Phone Number ..... MArquette 8-7722
Studio Trans. Location ..... 5407 W. Martin Dr.
Air Time ..... Unlimited
News Service ..... UP
Representatve ..... Headley Reed
Membership ..... NAB
President ..... Robert M. LaFollette, Jr.
General Manager ..... Hugh K. Boice, Jr.
Commercial Manager ..... John C. Gagliano
Sales Prom. Manager ..... Tom Dyson
Pgm. Dir., Chief Announcer ..... Tom Shanahan
Musical Director ..... Elmer Ihrke
Chief Engineer ..... Rolland Paske

WEXT

MILWAUKEE—1947

Frequency: 1430 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... WEXT, Inc.
Bus.-Studio-Transmitter Address ..... 2501 S. 43rd St.
Phone Number ..... Evergreen 3-1430
Air Time ..... Daytime
News Service ..... UP
Membership ..... NAB
President ..... Gerald A. Bartell
Station Manager ..... John A. Reddy
Chief Engineer ..... Ralph Evans

WFOX

MILWAUKEE—1946

Frequency: 860 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Wisconsin Bcstg. System, Inc.
Bus.-Studio-Transmitter Address ..... 739 No. Broadway
Phone Number ..... Spring 4-0174
Air Time ..... Sunrise-sunset
News Service ..... AP
Representative ..... Ra-Tel
Pres., Gen.-Sta. Mgr. ..... Charles J. Lanphier
Prog.-Prod.-Pub. Dir. ..... Carl Zimmermann
Chief Announcer ..... Paul Bartell
Chief Engineer ..... George Dodge
Farm Editor ..... John Vans

WISN

MILWAUKEE—1922—CBS

Frequency: 1150 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Hearst Radio, Inc.
Bus.-Studio Address ..... 123 W. Michigan St.
Phone Number ..... Division 2-3000
Transmitter Location ..... 5001 S. 60th St.
Air Time ..... Unlimited
News Service ..... INS, UP
Transcription Service ..... World
Representative ..... Katz
Membership ..... NAB
Exec. V.P., Gen.-Sta. Mgr. ..... G. W. Grignon
Sales Prom. Mgr., Pub. Dir. ..... George DeGrace
Prog.-Prod. Director ..... Jack Raymond
Chief Announcer ..... Milt Brandl
Musical Director ..... Elmer Krebs
Chief Engineer ..... Donald A. Weller
Farm Editor ..... Frances X. Haggerty

WMAW

MILWAUKEE—1948—ABC

Frequency: 1250 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Midwest Bcstg. Co.
Business-Studio Address ..... 723 N. Third St.
Phone Number ..... DAly 8-2154
Transmitter Location ..... Hales Corners
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... Lang-Worth, Associated
Representative ..... Avery-Knodel
President ..... Clifford C. Randall
Gen.-Sta.-Comm. Mgr. ..... Jack Bundy
Sales Prom. Mgr., Pub. Dir. ..... Lou Riepenhoff
Program Director ..... Donald McClellan
Production Director ..... Hal Walker
Chief Announcer ..... Joe Andres
Musical Director ..... Ralph Herman
Chief Engineer ..... Raymond Host
Farm Editor ..... Robert Madison

WMIL

MILWAUKEE—1947

Frequency: 1290 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Cream City Bcstg. Co., Inc.
Bus.-Studio Address ..... 2625 W. Wisconsin Ave.
Phone Number ..... West 3-1290
Transmitter Location ..... Whitefish Bay
Air Time ..... 5:45 a.m.-local sunset
News Service ..... UP
Transcription Service ..... Lang-Worth, Cole
Representative ..... Forjoe
President ..... Gene Posner
Gen., Sta. Mgr. ..... Jerome Sill
Commercial Manager ..... Conrad Rice
Chief Announcer ..... Robert Bradley
Chief Engineer ..... Gino Monaco

W T M J

MILWAUKEE—1927—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Journal Co.
Business Address.....333 W. State St.
Phone Number.....MArquette 8-6000
Studio Address..Radio City, 720 E. Capitol Dr.
Transmitter Location.....Rt. 4, Box 444, Waukesha
Air Time .....Unlimited
News Service .....AP
Representative .....Edward Petry
V.P., General Mgr.....Walter J. Damm
Asst. General Mgr.....L. W. Herzog
Station Manager.....R. G. Winnie
Asst. Prom. Mgr.....Bruce Wallace
Program Director.....Frank Bignell
Chief Announcer.....Bob Heiss
Musical Director.....Maurice Kipen
Chief Engineer.....William Hebal

WNAM

NEENAH—1947

Frequency: 1280 Kc.....Power: 1,000 Watts
Owned-Operated By.....
.....Neenah-Menasha Bcstg. Co.
Business-Studio Address..101 East Wisc. Ave.
Phone Number 2-2871
Transmitter Location....1 mi., south of Neenah
Air Time.....6 a.m.-local sunset
News Service .....UP
Transcription Service.....Associated
Membership .....NAB, BMB
V. P., General Manager.....Don C. Wirth
Commercial-Sales Promotion Manager .....Fred W. Sample
Pgm., Prod., Pub. Dir.....Roland McBain
Chief Engineer.....E. W. Fliegel

W O S H

OSHKOSH—1941—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Oshkosh Bcstg. Co.
Business-Studio Address .....151 Main St.
Phone Number..... .....Stanley 4580
Transmitter Location.....1235 Bowen St.
Air Time .... .Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Donald Cooke
Exec. Dir. & Senior Partner..Wm. F. H. Johns, Jr.
General Manager.....George Greeley
Program Director.....Warren Haines
Musical Director .....Pep Babler
Chief Engineer.....William Morton

WISCONSIN

WHY IS AP THE BEST?

BECAUSE—AP members decide what AP shall be. Their decision has made AP unequalled in covering the news of the world . . . RAPIDLY . . . TRUTHFULLY . . . FULLY . . . ACCURATELY.

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Chairman Clair Stone—WBAY, Green Bay

Secretary: Wm. A. Weekes—AP Chief of Bureau

Continuing Study Committee Chairman: Clair Stone—WBAY, Green Bay

WISCONSIN

W I B U

POYNETTE—1925—KBS-WIS.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....William C. Forrest
Bus.-Transmitter Address.....Route 2
Phone Number.....Poynette 98
Studio Addresses...Poynette, Portage, Beaver Dam, Madison
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Standard, SESAC, Keystone
Representative.....Burn-Smith
Pres., Gen.-Sta.-Comm. Manager.....William C. Forrest
Sales Prom. Mgr.....Doris MacPherson
Prog.-Pub. Director.....Sarah Forrest
Chief Announcer.....Clifford Conohan
Chief Engineer.....L. Stanley Sadler

W R J N

RACINE—1926—ABC-WISCONSIN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Racine Bcstg. Corp.
Business Address.....441 Main St.
Phone Number.....4-3311-2
Studio Addresses..441 Main St., Racine; 1225 W. Mitchell St., Milwaukee
Transmitter Location..Victory & Kentucky Sts., Mt. Pleasant
Air Time.....6:15 a.m.-10 p.m.
News Service.....AP
Representative.....Walker
Membership.....NAB, BMB
President.....Frank R. Starbuck
General Manager.....Harry R. LePoidevin
Station-Comm. Mgr.....Harold J. Newcomb
Program Director.....Lyman Merens
Publicity Director.....Amelia French
Musical Director.....Orson White
Chief Engineer.....F. Lee Dechant

W O B T

RHINELANDER—1947—MBS-KBS WISCONSIN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Oneida Bcstg. Co.
Business Address.....Rhinelander
Phone Number.....1240
Studio-Transmitter Location.....Hiway 8, E.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth, World
President.....John R. Tomek
General-Comm. Mgr.....Hugh Rowlands
Pgm., Prod. Dir.....Dick Berger
Chief Engineer.....Charles Bresette
Farm Editor.....Clyde Downing

W J M C

RICE LAKE—1939 MBS-ARROWHEAD-NORTHWEST

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WJMC, Inc.
Bus.-Studio-Transmitter Address..1615 S. Main St.
Phone Number.....550
Air Time.....Unlimited
Transcription Service.....Associated, SESAC
Representative.....George P. Hollingbery
Membership.....BMB, FMA
President, Gen. Mgr.....W. C. Bridges
Sta., Comm. Mgr.....Greg Rouleau
Program Director.....Harry Wills
Production Director.....Richard Moore
Chief Announcer.....Paul Albrecht
Chief Engineer.....Robert Kolsky

W R C O

RICHLAND CENTER—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Richland Bcstg. Co.
Address.....P. O. Box 192
Phone Number.....20
Air Time.....Unlimited
Transcription Service.....Lang-Worth
President.....Arthur Overgaard
Gen. Mgr., Chf. Engr.....T. R. Kelley
Pgm. Dir., Prom. Mgr.....R. J. Bodden

W T C H

SHAWANO—1948

Frequency: 960 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....Shawano County Leader Pub. Co.
Business-Studio Address..107 E. Green Bay St.
Telephone Number.....666
Transmitter Location.....Hiway 29
Air Time.....Daytime
News Service.....UP
Transcription Service.....World
General Manager.....Jeanne Heal
Station Manager.....D. W. Hodgins

W H B L

SHEBOYGAN—1924—ABC-WIS.

Frequency: 1330 Kc.....Power: 1000 Watts d.; 250 Watts n.
Owned-Operated By.....WHBL, Inc.
Business-Studio Address.....Press Bldg.
Phone Number.....4844
Transmitter Location.....Hway. 141, 1 Mi. So. of city
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....Robert Meeker
Membership.....NAB, BMB

President.....A. Matt Werner
General-Comm. Mgr.....G. P. Richards
Program Director.....Glen James
Publicity Director.....Doris Domnie
Chief Engineer.....Herbert J. Mayer

WTWT

STEVENS POINT—1948

Frequency: 1010 Kc.....Power: 250 Watts d.;
Owned-Operated By.....Evans Radio Co.
Business-Studio Address.....414½ Main St.
Phone Number 2744-5
Transmitter Location..2 Blocks No. of Stevens Point city limits
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....SESAC
Representative .....Hal Holman
President .....Claire Miller
General-Station Comm. Mgr..S. J. Kelbanowski
Program Director.....Frank Kostuck
Publicity Director.....Catherine A. Carew
Chief Announcer.....Vern C. Weegman
Musical Director.....Jeanne Pudraska
Chief Engineer.....Justin Sloniker

WDSM

SUPERIOR—1939—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ridson, Inc.
Business Address.....921 Tower Ave.
Phone Number.....Superior: 4451-2; Duluth: Melrose 7234 or Radison 1230
Studio Addresses.....Spalding Hotel, Duluth; National Bldg., Superior
Transmitter Location.....Conners Point
Air Time.....6:25 a.m.-11:35 p.m.
News Service .....AP
Transcription Service .....Capitol
Representative.....Free & Peters
Membership .....NAB, BMB
President .....Robert Ridder
General-Station Mgr.....Carl Bloomquist
Commercial Manager.....Bill Kirby
Sales Prom. Mgr., Pub.-Musical Director.....Harry Gradin
Program Director.....Lew Martin
Chief Announcer.....James Payton
Chief Engineer.....Melvin Laskey

WSBR

SUPERIOR—1946—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WSBR, Inc.
Address.....1st & Baxter
Phone Number 4405-6
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Standard, Keystone
President, General Mgr.....James J. Conroy
Station Manager.....Arthur C. Robinson
Commercial Manager.....James Brandser
Sales Prom. Mgr., Chief Anncr...Dave Martin
Chief Engineer.....Edward B. Grayden

WAUX

WAUKESHA—1946

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By.....Waukesha Bcstg. Co.
Business-Studio Address.....319 W. Main St.
Phone Number 6619
Transmitter Location.....R. 1, Waukesha
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....McGeehan & O'Mara
President .....Carl Taylor
Gen., Sta., Comm. Mgr.....Mig Figi
Sales Prom. Manager.....Charles E. Williams
Program Director.....Donald Froehlich
Chief Engineer.....Adin Randle

WSAU

WAUSAU—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper By.....The Journal Co. (The Milwaukee Journal)
Business-Studio Address.....714 Fifth St.
Phone Number 6521
Transmitter Location.....Coates Lane R. R. 3
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Edward Petry
Station Manager.....Ben F. Hovel
Program Director.....R. J. Topinka
Musical Director.....LaVerne Peterson
Technical Supervisor.....R. W. Richardt

WFHR

WISCONSIN RAPIDS—1940
MBS-WIS.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....William F. Huffman Radio, Inc.
Business Address.....143 W. Grand Ave.
Phone Number 1340
Studio Addresses....141 W. Grand Ave., Wis. Rapids; 120 So. Central, Marshfield; Cor. Main & Third, Stevens Point
Transmitter Location.....1500 Bonow Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Membership .....NAB
President.....Louise F. Huffman
Gen., Sta. Mgr.....Geo. T. Frechette
Commercial Manager.....Bruce G. Beichl
Pgm., Prod. Dir.....Jim Tighe
Chief Anncr., Farm Editor.....Arnie Strope
Chief Engineer.....Bert Zielesch

WYOMING

Estimated Population 284,000—Increase +13.4%—Radio Homes 81,000
Radio Families 84,000—Stations in State 12

KSPR

CASPER—1930
MBS-KBS-INTERMOUNTAIN

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Donald L. Hathaway
Business Address.....Box 930
Phone Number.....407, 2083
Studio-Transmitter Location..1st & Lennox Sts.
Air Time.....Unlimited
News Service.....UP
Transcription.....World, Lang-Worth, KBS
Representative.....Sears & Ayer
Membership.....NAB, BMB
General-Station Mgr.....Donald L. Hathaway
Comm.-Sales Prom. Mgr..Frederic W. Hufsmith
Program Director.....Marcus R. Nichols
Chief Engineer.....Duane W. Simmons

KVOC

CASPER—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KVOC Bcstg. Co.
Bus.-Studio-Transmitter Address.....1540 So. Wolcott St., P. O. Box 2090
Phone Number.....130
Air Time.....Unlimited
News Service.....AP
Membership.....NAB, BMB
President.....Jack W. Perry
General-Station Mgr.....John R. Bailey, Jr.
Comm.-Sales Prom. Mgr.....Don R. Christopher
Program-Production Dir.....E. L. Peiss
Publicity Director.....Clifford E. Ewing
Chief Engineer.....William Bates

KFBC

CHEYENNE—1940
ABC-PURPLE SAGE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Business-Studio Address.....Plains Hotel
Phone Number.....Cheyenne 4461
Transmitter Location.....3rd & Evans Ave.
Air Time.....6 a.m.-M.
News Service.....UP
Representative.....McGillvra
Membership.....NAB
President.....Tracy S. McCraken
Treas., Gen.-Sta. Mgr.....William C. Grove
Commercial Manager.....Frank Flynn
Sales Prom. Manager.....Max Young
Program Director.....Dale Sunderland
Production Director.....Bob Stockman
Publicity Director.....Margaret O'Brien
Chief Anncr., Musical Dir.....Neal Wallace
Chief Engineer.....Harold Roberts

KODI

CODY—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Absaroka Bcstg. Co.
Address.....Box 319
Phone Number.....444
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World, Lang-Worth
Membership.....NAB
General Manager.....William J. Garlow
Commercial Manager.....Mary Jean LeClere
Program Dir.-Chief Engin'r..Philip H. Barnhart

KOVE

LANDER—1948
MBS-INTERMOUNTAIN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Edward J. Breece
Business Address.....P. O. Box 436
Phone Number.....488
Studio-Transmitter Location..1 Mi. N. of Lander, Hiway. 287
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Transcription Service.....Capitol
General Manager.....Frank A. Toomey
Commercial Manager.....Mrs. Ruth Dorr
Pgm. Dir., Chief Anncr.....Clayt Holm
Chief Engineer.....Gordon Nelson

KOWB

LARAMIE—1947—CBS—
INTER-MOUNTAIN

Frequency: 1340.....Power: 250 Watts
Owned-Oper. By..The Snowy Range Bcstg. Co.
Address.....P. O. Box 972
Phone Number.....4888
Transmitter Location..W. of City, Hiway. 130
Air Time.....6:30 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Standard
Representative.....W. S. Grant
President.....Fred O. Rice
Gen., Sta., Comm. Mgr.....Clem L. Rawlins
Program Director.....Lynn O. Smith
Chief Announcer.....John Steele
Chief Engineer.....Jack Sneddon

KPOW

POWELL—1941
MBS-KBS-INTERMOUNTAIN

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By.....A. J. Meyer

Business Address.....243 E. 2nd St.
Phone Number 222
Studio-Transmitter Location.....2 Mi. So. of Powell on Willwood Rd.
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Transcription Service.....SESAC, Cole
Representative .....Avery-Knodel
Membership .....NAB, BMB
Gen.-Sta. Mgr., Pub. Dir.....A. J. Meyer
Commercial Manager.....Mel Whitmire
Sales Prom. Mgr.....Kenneth Meyer
Pgm., Music Dir.....Mary Meyer

KRAL

RAWLINS—1947—ABC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Rawlins Bcstg. Co.
Address.....Rawlins, Box 511
Phone Number 1015
Air Time .....Unlimited
News Service .....AP
Representative .....Donahue
Membership .....NAB
Gen., Comm. Mgr.....D. A. Fisher

KWRL

RIVERTON—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
Business Address .....Riverton
Phone Number 789
Air Time .....Unlimited
News Service .....AP
General Manager.....Joseph P. Ernst
Commercial Manager.....Mildred V. Ernst

KVRS

ROCK SPRINGS—1938
MBS-INTERMOUNTAIN

Frequency: 1360 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Wyoming Bcstg. Co.
Business-Studio Address....1307 Wyoming St.
Phone Number 93, 94
Transmitter Location.....2 Mi. N. of City
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Standard
Representative .....Avery-Knodel
Membership .....NAB, BMB
Pres., Gen., Sta. Mgr. Mrs. Marjorie L. McCracken
Comm., Sales Prom. Mgr.....Michael Reid
Pgm., Pub. Dir.....Imogene Parr
Production Director.....John Hardaway
Chief Engineer.....Archie W. Buchanan

KWYO

SHERIDAN—1934
MBS-KBS-INTERMOUNTAIN

Frequency: 1410 Kc.....Power: 1000 d., 500 n.
Owned-Operated By.....Bighorn Bcstg. Co.
Business-Studio Address.....21 N. Main
Phone Number 601-2
Transmitter Location..1½ Mi. N.W. of Sheridan
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NAB, BMB
Pres., Gen., Sta. Mgr.....Jim Carroll
Comm.-Sales Prom. Mgr.....Don Tannehill
Program Director.....Bob Wilson
Chief Engineer.....Bob Crosthwaite

KWOR

WORLAND—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
Address .....Box 92
Phone Number 308
Air Time .....Unlimited
News Service .....AP
Transcription Service .....KBS
Owner, Gen. Mgr., Chief Engr...Joseph P. Ernst
Commercial Manager.....Mildred V. Ernst

WYOMING

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.

ROCKY MOUNTAIN ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

Director for Colorado and Wyoming: Douglas Kahle—KCOL, Fort Collins, Colo.
Director for Montana: Franz Robischon—KBMY, Billings, Mont.
Continuing Study Committeeman for Wyoming: Ed Peiss—KVOC, Casper

WYOMING

TERRITORIES AND POSSESSIONS

ALASKA

KBYR

ANCHORAGE—1948

Owned-Operated By.....Aleutian Bcstrs.
Business-Studio Address.....Fourth & B Sts.
Phone Number.....Black 395
Transmitter Location.....Spenard Rd.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....MacGregor, Capitol
Representative.....Donald Cooke
Membership.....NAB
Director.....Douglas Sparks

KENI

ANCHORAGE—1948—MBS—ABC
DON LEE—NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Business Address.....Box 879
Phone Number.....20301
Studio Address.....4th Ave. Theatre Bldg.
Transmitter Location.....Sunset Drive
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service...Associated, Standard
Representative.....Gilbert Wellington
President.....Capt. Austin E. Lathrop
Station Manager.....A. G. Hiebert
Comm., Sales Prom. Mgr.....J. F. Thomas
Pgm., Prod., Pub. Dir.....Frank O. Brink
Chief Announcer.....John W. Borges, Jr.
Chief Engineer.....Jack M. Walden

KFQD

ANCHORAGE—1924—CBS—NBC

Frequency: 790 Kc.....Power: 5,000 Watts
Owned-Operated By.....William J. Wagner
Business-Studio Address.....
.....830 Securities Bldg., Seattle, Wash.
Phone Number.....Seneca 6333
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Pan American, Scott
Owner.....William J. Wagner
Manager.....Ken Laughlin
Commercial Manager.....Jay Stauter
Program Director.....James Chadwick
Promotion Manager.....R. L. Strock
Chief Engineer.....Charles Mohler

KFAR

FAIRBANKS—1939—MBS—NBC

Frequency: 660 Kc.....Power: 10,000 Watts
Owned-Operated By..Midnight Sun Bcstg. Co.
Business-Studio Address.....Lathrop Building
Phone Number.....East 380
Transmitter Location.....Farmers Loop Road
Air Time.....6:30 a.m.-12 M.
News Services.....AP and UP
Transcription Service.....Capitol
Representative.....Gilbert A. Wellington
President.....Austin E. Lathrop
General Manager.....Alvin O. Bramstedt
Commercial Manager.....Arvid Erickson
Pgm., Musical Dir.....Richard Greuel
Production Director.....Don McCune
Chief Engineer.....Jay Bickel

KFRB

FAIRBANKS—1948—CBS—NBC
ALASKA

Frequency: 1290 Kc.....Power: 1,000 Watts
Owned-Operated By.....William J. Wagner
Bus.-Studio Address.....830 Securities Bldg., Seattle, Wash.
Phone Number.....Seneca 6333
Transmitter Location.....2 Mi. N. of city
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Pan-American, Scott
Owner.....William J. Wagner
Station Manager.....Jim Fletcher
Commercial Manager.....Wm. Chase
Program Director.....John McCahill
Chief Engineer.....Robert W. Porter

KINY

JUNEAU—1935—CBS—NBC
ALASKA

Frequency: 1460 Kc.....Power: 5,000 Watts
Owned-Operated By.....William J. Wagner
Business-Studio Address .....
830 Securities Bldg., Seattle, Wash.
Phone Number .....Seneca 6333
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Pan American, Scott
Owner .....William J. Wagner
Station Manager .....John Ashpaugh
Commercial Manager.....Robert Druxman
Program Director.....Richard Peter
Promotion Manager.....Norman Weeks
Chief Engineer .....Charles Gray

KTKN

KETCHIKAN—1935
CBS—NBC—ALASKA

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....William J. Wagner
Business-Studio Address...830 Securities Bldg.
Seattle 1, Wash.
Phone Number.....Seneca 6333
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Pan American, Scott
Owner.....William J. Wagner
Station Manager.....Tom Durant
Commercial Manager.....Dorothy Jacobson
Program Director.....Jim Kemp
Chief Engineer.....Robert Mehan

KIBH

SEWART—1948—CBS-NBC
ALASKA

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....William J. Wagner
Business-Studio Address .....
.....830 Securities Bldg., Seattle, Wash.
Phone Number .....Seneca 6333
Air Time .....Specified Hours
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Pan American, Scott
Owner.....William J. Wagner
Station Manager.....Jim Lawson
Chief Engineer.....Carl Can Sittert

KIFW

SITKA—1949—CBS—NBC—ALASKA

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....William J. Wagner
Bus.-Studio Addres.....830 Securities Bldg.,
Seattle, Wash.
Phone Number.....Seneca 6333
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Pan American, Scott
Owner.....William J. Wagner
Operations Manager.....William Hill
Program Director.....R. E. Von Postel, Jr.
Chief Engineer.....Carl Van Sittert

ALASKA

WHY IS AP
THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

ALASKA ASSOCIATED PRESS MEMBERS' ASSOCIATION

President: Robert B. Atwood, Publisher, The Anchorage Times

Chairman for Radio: William J. Wagner, President, Alaska Broadcasting Co.

ALASKA

HAWAII

K H B C

HILO—1936—CBS-HBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.Hawaiian Bcstg. System, Ltd.
Business Address.....P. O. Box 1476
Phone Number 4616-7
Studio-Transmitter Location .....Piihonua
Air Time.....6 a.m.-11 p.m.
News Service.....UP, INS, AP
Transcription Service.....World, Standard
Representative.....Free & Peters
Pres., Gen. Mgr.....J. Howard Worrell
Station Manager.....C. Tracy Thrumston
Commercial Manager.....Denzil W. Rose
Chief Engineer.....Robert W. Moore

K I P A

HILO—1947—MBS-ALOHA

Frequency: 1110 Kc.....Power: 1,000 Watts
Owned-Oper. By....Big Island Bcstg. Co., Ltd.
Business-Studio Address .....
140 Haili St., P. O. Box 1602
Phone Number 2177-8
Transmitter Location.....4.5 mi. W. of Hilo
Air Time .....6 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker
Pres., Gen. Mgr.....James E. Jaeger
Comm. Mgr., Pgm. Dir.....Rex Wills, II
Chief Engineer .....H. L. Marques

K G M B

HONOLULU—1929—CBS-HBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By....Hawaiian Bcstg. System, Ltd.
Bus.-Studio-Transmitter Address.....1534 Kapiolani Blvd.
Phone Number 9-0914
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Standard
Representative.....Free & Peters
Pres., General Mgr.....J. Howard Worrall
Station-Comm. Mgr.....E. Fitz Donnell, Jr.
Sales Prom. Manager.....Faye Johnson
Program Director.....Louis T. Dwyer
Chief Engineer.....Ernest G. Lindemann

K G U

HONOLULU—1922—NBC

Frequency: 760 Kc.....Power: 2,500 Watts
Owned-Operated By..Advertiser Pub. Co., Ltd.
Business Address.....P. O. Box 3110
Phone Number 5-2977
Studio-Transmitter Location..South & Kapiolani
Air Time.....6:15 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Katz
President.....Lorrin P. Thurston
General Manager.....M. A. Mulrony
Commercial Manager.....William O. Paine
Program Director.....Owen Cunningham
Publicity Director.....William Knowles
Chief Announcer.....Bradford Cole
Chief Engineer.....M. A. Mulrony

K H O N

HONOLULU—1946—MBS-ALOHA NETWORK

Frequency: 1380 Kc.....Power: 5,000 Watts
Owned-Operated By....Aloha Bcstg. Co., Ltd.
Business Address .....P. O. Box 1380
Phone Number.....95295
Transmitter-Studio Location .....
1810 Makanoe Lane
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....
Lang-Worth, Capitol, Standard, MacGregor
Representative .....Walker
President .....R. M. Fitkin
Gen., Sta. Mgr.....A. H. Green
Sales Prom., Comm. Mgr.....L. Roy Turner
Program Director.....Mrs. Lynn Soon
Chief Engineer.....Ira G. Mercer

K P O A

HONOLULU—1946

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....Island Bcstg. Co.
Business-Studio Address.....Box 3499
Phone Number 9-5281
Transmitter Location.....Kapiolani & Date Sts.
Air Time .....Unlimited
News Service .....INS
Representative.....George P. Hollingbery
Membership .....NAB
Chief Execs.....J. Elroy McCaw, John D. Keating
General-Station Mgr.....John D. Keating
Commercial Manager.....Sam Styles
Promotion Manager.....Gene Miller
Program Director.....Hal Lewis
Chief Engineer.....Robert Bird

K U L A

HONOLULU—1947—ABC

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Pacific Frontier Bcstg. Co., Ltd.
Bus.-Studio Address.....1525 Kapiolani Blvd.

Phone Number 9-0926
Transmitter Location..Waialae, Kalanianaole Hway.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative .....Avery-Knodel
Membership .....NAB
Gen., Comm. Mgr.....Jack Burnett
Sta. Mgr., Pgm. Dir.....Jock Fearnhead
Sales Prom. Mgr.....Ernest Beatie
Production Director.....Ken Alford
Publicity Director.....Frank Valenti
Chief Announcer.....Dick Downie
Musical Director.....Daniel Kawakami
Chief Engineer.....R. J. Smith

KTOH

LIHUE-KAUAI—1940—MBS-ALOHA

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Garden Island Publ., Ltd.
Bus.-Studio-Transmitter Location..Lihue, Kauai
Phone Number.....Kauai 261, 361
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....Walker
Membership .....NAB
General Manager.....Charles J. Fern
Station Manager.....Clarence M. Ashman
Commercial Manager.....Dwight Mossman
Program Director.....Raymond K. Sasaki
Chief Engineer.....Katashi Nose

KMVI

WAILUKU-MAUI—1946
MBS-DON LEE-ALOHA

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Maui Publ. Co., Ltd.
Address .....Wailuku-Maui
Phone Number 981
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Transcription Service..Lang-Worth, Standard, Cole
Representative .....Walker
President.....J. Walter Cameron
General Manager.....Ezra J. Crane
Sta. Mgr., Prog. Dir.....Richard E. Mawson
Comm.-Sales Prom. Mgr.....Charles C. Young
Publicity Director.....Pat Kettelsen
Chief Announcer.....Marty Sebastian
Chief Engineer.....Ronald Miyahira

PUERTO RICO

WCMN

ARECIBO—1947

Frequency: 1280 Kc. .....Power: 1,000 Watts
Owned-Operated By...Caribbean Bcstg. Corp.
Business Address .....P. O. Box 755
President.....Aristides Santoni Ledesmo
General Manager.....Nabal Barreto

WKUM

ARECIBO—1946—ACB

Frequency: 1070 Kc.....Power: 10,000 Watts
Owned-Operated By .....
American Colonial Bcstg. Corp.

WENA

BAYAMON—1947

Frequency: 1560 Kc.....Power: 250 Watts
Owned-Operated By.....Bayamon Bcstg. Co.
Business Address.....Box 157
Phone Number.....Bayamon 161
Studio Address.....Barbosa St.
Transmitter Location.....Cataño-Bayamon Rd.
Air Time.....6:45 a.m.-10 p.m.
President.....Dr. A. Diaz Atiles
General Manager....Domingo Diaz Alejandro
Chief Engineer.....Juan A. Arias

WRIA

CAGUAS—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....
Inter-American Radio Corp.
Business Address .....Caques
Phone Number 678
Studio Address.....Corchado Street
Transmitter Location...Rio Piedras-Caguas Rd.
Air Time .....Unlimited
Manager.....Jose A. Gautier

WVJP

CAGUAS—1947

Frequency: 1110 Kc.....Power: 250 Watts
Operated By.....Borinquen Bcstg. Co.
Business Address .....Box 207
Phone Numbers .....789 & 790
Studio Address..Calle Ruiz Belvis esq. Acosta
Transmitter Location: Kil. O Hec. 5—Road No. 5
Air Time .....Unlimited
Transcription Service.....World
Membership .....NAB
General Manager...Hector Pereira Buonomo
Production Manager.....Ramon Mojica Sola

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- POWER
- PROGRAMS
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- PERFORMANCE

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WAPA 10,000 WATTS ON 680 KC

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BOX 4563

Paul H. Raymer, *Representative* • Harwood Hull, Jr., *Gen. Mgr.*

WMDD

FAJARDO—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Madrazo & Diaz
Business Address .....
Munoz Rivero esq. Barcelo, P. O. Box 187
Phone Number 132
Transcription Service .....Gates
President.....Jose R. Madrazo
Gen., Comm. Mgr.....Andrew S. Sweet
Program Director.....Mariano Artau
Promotion Mgr.....Reinaldo Moreira
Chief Engineer.....Herbert K. Honness

WXRF

GUAYAMA—1948

Frequency: 1590 Kc.....Power: 1,000 Watts
Owned-Operated By.....Rafael Fuster
Business-Studio Address....Hostos St. No. 42
Phone Number 243
Transmitter Location...Barrie Santo Domingo
Air Time.....7 a.m.-10 p.m.
President .....Rafael Fuster
Gen., Sta., Comm. Mgr.....Charles L. Cordero
Pgm., Prod. Dir.....Jose Colon
Chief Engineer...Timoteo Rodriquez Quinones

WAEL

MAYAGUEZ—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Mario Acosta
Business Address .....Once de Agosta 82
Gen., Sta., Comm. Mgr.....Mario Acosta
Program Director.....Wallace Ramirez
Production Director.....Mrs. Laura H. Cuebas
Publicity Director.....Alfonso Pagan
Musical Director.....Wallace Ramirez
Chief Engineer.....Luis Freyre
Farm Editor.....Milton David Rivera

WKJB

MAYAGUEZ—1946

Frequency: 710 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Jose A. Bechara, Jr.
Business Address.....Box 1293
Phone Number 983
Studio Address.....59 Minerva St.
Transmitter Location.....Guanajibo Ave., Route 37
Air Time.....6 a.m.-M.
News Service .....AP
Representative.....Inter-American Pub'l., Inc.
President.....Jose A. Bechara
General Manager.....Arturo Cortes
Commercial Manager.....Jaime Sanjurjo
Program Director.....Alberto Basora
Promotion Manager.....Rafael Colon Diaz
Chief Engineer.....Henry Fischback

WORA

MAYAGUEZ—1944—BBC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Americas Corp.
Business Address.....P. O. Box 43
Phone Number 1150-1
Studio Address.....1150 Guanajibo Ave.
Transmitter Location.....Off Guanajibo Ave.
Air Time.....6 a.m-M.
News Service .....AP
President,
Gen. Mgr.....Maj. Alfred R. de Arellano, Jr.
Station Mgr.....Reinaldo Dupont
Commercial Mgr.....Mrs. Jose Moran
Sales Prom. Mgr.....Renaldo M. DuPont
Pgm., Prod. Dir.....Ramon S. Oliuencia
Publicity Director.....Miguel Rodriquez
Chief Announcer.....Antonio Accuedo
Chief Engineer.....Jesus A. Brunet

WPRA

MAYAGUEZ—1937

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Operated By.....Porto Rico Adv. Co.
Address .....Box 869

WKJB

...is a must to cover important western Puerto Rico

because...

710 Kc. is the most favorable frequency in the West.

because...

WKJB gives you complete coverage behind the barrier that the majority of stations in Puerto Rico cannot penetrate.

because...

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WIAC

Radio Station WIAC, Inc.

First on all Puerto Rico Dials—5000 watts, 580 Kc.
San Juan, Puerto Rico, U.S.A.

Exclusive Advertising Representatives in United States and Canada:

Melchor Guzman Company, Inc.
45 Rockefeller Plaza
New York 20, N. Y

Circle 7-0624

★ WIAC—SAN JUAN-PUERTO RICO ★

Phone Number 269
President-Gen. Mgr. .....Andres Camara
Commercial Manager.....Virginia DiCristina
Program Director.....Ishmael Torrelas
Promotion Manager.....Esteban Rosado Baes
Chief Engineer .....Luis E. Freyre

WPAB

PONCE—1939

Frequency: 1370 Kc.....Power: 5,000 Watts
Owned-Operated By.....
Portorican American Bcstg. Co., Inc.
Business-Studio Address.P. O. Box 786, Villa St.
Phone Number 783
Transmitter Locations.....Pampanos Rd.
Air Time.....6:45 a.m.-10:45 p.m.
News Service .....AP
Representative.....Inter-American Pub'l., Inc.
Membership .....NAB
President.....Carlos C. Clavell
Gen. Mgr., Treas.....A. Gimenez Aguayo
Sales Prom. Mgr.....Radames Mayoral
Program Director.....Eliseo Borrero
Chief Announcer.....Luis A. Morales
Musical Director.....Domingo Colon Suris
Chief Engineer.....Alfonso Santos

WPRP

PONCE—1936

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By....Voice of Puerto Rico, Inc.
Business Address.....Box 430
Phone Number 1015
Studio Address.....Guadalupe & Salud
Transmitter Location.....Las Cucharas
Air Time .....Unlimited
Transcription Service .....Lang-Worth
Membership .....NAB
President.....Guillermo A. Marques
General Manager.....Ramon Montaner
Commercial Manager.....Antonio Miro
Program Director.....Jose E. Franco
Chief Announcer.....Jose Diaz
Chief Engineer.....José Arzuaga

WRIO

RIO PIEDRAS—1949

Frequency: 1140 Kc.....Power: 1000 Watts d., 500 n.
Owned-Operated By.....Master Bcstg. Corp.
Address.....P. O. Box 1824
Phone Number.....Hato Rey 1096
Air Time .....Unlimited
Transcription Service .....SESAC
Representative .....Collins
President.....I. Q. Vidal
V.P., Chief Engineer.....Julio M. Ortiz
Commercial Manager.....Rafael Q. Vidal
Program Director.....Luis Vigoreau

WWWW

RIO PIEDRAS—1949

Frequency: 1520 Kc.....Power: 250 Watts
Owner .....Frank Gandia

WAPA

SAN JUAN—1947—ABC-MBS

Frequency: 680 Kc.....Power: 10,000 Watts
Owned-Oper. By.....José Ramón Quiñones
Bus.-Studio Address..357 Ponce de León Ave., P. O. Box 4563
Phone Number.....3-0100, 3-0109
Transmitter Location .....Guaynabo
Air Time .....6 a.m.-11 p.m.
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer
Membership .....NAB
Owner.....José Ramón Quiñones
Gen., Sta. Mgr.....Harwood Hull, Jr.
Commercial Manager...Segismundo Quiñones
Pgm., Prod. Dir.....Emilio Nedrano
Publicity Dir.....José Arnaldo Meyners
Chief Announcer.....Felix Santiago
Chief Engineer.....José A. Fernández
Farm Editor.....Guillermo Atiles

(See Page 712)

WIAC

SAN JUAN—1942

Frequency: 580 Kc.....Power: 5,000 Watts
Owned-Operated By.Radio Station WIAC, Inc.
Business Address.....Box 4504
Phone Number 2-0014
Studios & Offices .....
.....Ponce de Leon 654, Santurce, P.R.
Transmitter Location.....Isla Verde Road
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service ..... Standard
Representative .....Melchior Guzman
Membership .....NAB
President .....Mrs. Enrique Abarca
General Manager.....Tomas Muniz
Commercial Manager.....Enrique Abarca
Program Director.....Eli (Buck) Canel
Production Manager.....Francisco Rodriguez
Chief Announcer.....Osvaldo Velazguez
Musical Director.....Jose Ramirez
Chief Engineer .....Alfonso Sanchez



NO, SIR... WE DO NOT SELL TIME

We do sell audience... the biggest audience in Puerto Rico. We also sell coverage... almost 98% of this great American market.

Superior programming and consistent audience promotion keep the majority of Puerto Rico's radios tuned to 620 Kc. throughout the broadcasting day. Recent impartial surveys indicate that the four top shows in Puerto Rico are broadcast over WKAQ, Puerto Rico's First Station.

We offer you the prestige and know how of the FIFTH OLDEST STATION IN THE WORLD. Twenty-seven years of service to the people of Puerto Rico, have made WKAQ welcome in thousands of homes. Your sales message receives high acceptance in these homes when the "messenger" is an old friend of the family.

WKAQ
RADIO EL MUNDO
San Juan, Puerto Rico
620 KC. 5,000 WATTS

CBS

INTER - AMERICAN PUBLICATIONS, INC.

41 East 42nd Street, New York 17, N. Y. — MUrray Hill 2-0886

WIBS

SAN JUAN—1947

Frequency: 740 Kc.....Power: 10,000 Watts
Owned-Operated By.....Jose E. del Valle
Address .....Box 4809
Phone Number 21-558
Studio Address..1105 Fernandez Juncos Ave.
Transmitter Location..Sabana Seca, Toa Baja
Air Time .....Unlimited
Transcription Service .....Lang-Worth
Station Representative..Pan American Bcstg. Co.
General Manager.....Jose E. del Valle
Commercial Manager.....Jose Ferreras
Pgm., Prod. Dir.....Jose Luis Torregrosa
Chief Announcer.....Hector Ramos
Chief Engineer.....Albert D. Sear

WKAQ

SAN JUAN—1922—CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By....El Mundo Bcstg. Co.
Business Address.....P. O. Box 1072
Phone Number 2-2023
Studio Address.....1261 Ponce de Leon Ave.
Transmitter Location.....Sabana Llana
Air Time .....Unlimited
Transcription Service .....Associated
Representatives....Inter-American Pub'l., Inc.
Membership .....NAB
Owner .....Angel Ramos
Gen., Sta. Mgr.....John A. Zerbe
Commercial Manager.....Domingo Emanuelli
Sales Prom. Mgr.....Ray Fornier
Program Director.....Santiago Garcia
Production Director...Manuel Mendez Ballester
Publicity Director.....Ray Fornier
Chief Announcer.....Juan Llibre
Musical Director.....Gladys Pieterz
Chief Engineer.....Rafael J. Acosta

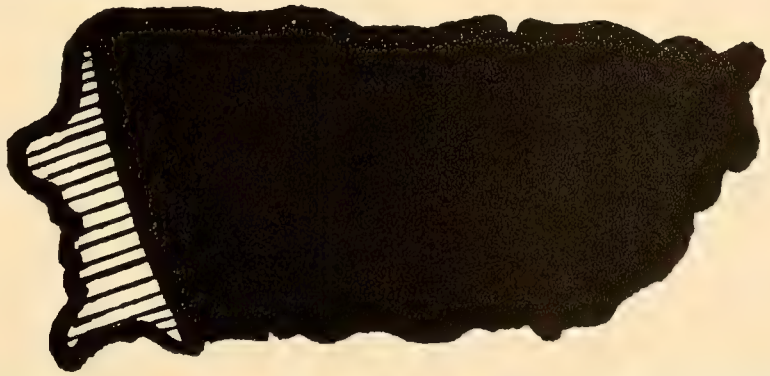
WNEL

SAN JUAN—1934—NBC

Frequency: 860 Kc.....Power: 5000 Watts
Owned-Operated By.....Juan Piza
Business Address....960 Ponce de Leon Ave.
Phone Number.....2-1300, 2-1309
Studio Address.....258 Brau St.
Transmitter Location.....Green Island

WIBS *covers* Puerto Rico

with Programs—with Audiences that Buy!



Your Best Radio Buy In Puerto Rico For Bigger Sales

10,000 W
740 KC

WIBS

PRIMARY AREA
SECONDARY AREA

REPRESENTED BY: PAN AMERICAN BROADCASTING CO., 330 Madison Ave., N.Y.

Air Time.....6:45 a.m.-11:30 p.m.
Membership .....NAB
General Manager.....Rodulfo Blanco
Commercial Manager.....Roberto Bocanegra
Station Manager.....Fermin F. Bonnin
Production Director.....Fermin F. Bonnin
Publicity Director."El Imparcial"—Mr. Durand
Chief Announcer.....Luis Enrique Marrero
Chief Engineer.....Roberto Rooriguez

WITA

SANTURCE—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Electronic Enterprises, Inc.
Business Address.....P. O. Box 3726
Phone Number 2-4756
Studio Address.....N. Y. Dept. Bldg.
Transmitter Location.....Villa Caparra
Air Time .....Unlimited
News Service .....INS
Membership .....PRAB
President.....V. H. Meador
General Manager.....Hector L. Almodovar

WITR

SANTURCE—1949

Frequency: 940 Kc.....Power: 10,000 Watts
Owned-Oper. By.....P. R. Communications Authority
Address .....Santurce
Phone Number 2-3010
Air Time .....Unlimited
Transcription Service .....World
President.....Rafael Marquez
Station Mgr.....Jose A. Buitrago
Program Director.....Jose Martino
Chief Engineer.....Pedro Jimenez

In English Radio Programs
Caribbean Area Since 1940

Emily Aull

P. O. Box 4528
SAN JUAN 23, PUERTO RICO

In Puerto Rico Radio
B'casting since 1943

Warner Aull

Broadcasts in Spanish,
English, Portuguese,
and French.

CANADA

Stations

□

CBC

□

CAB

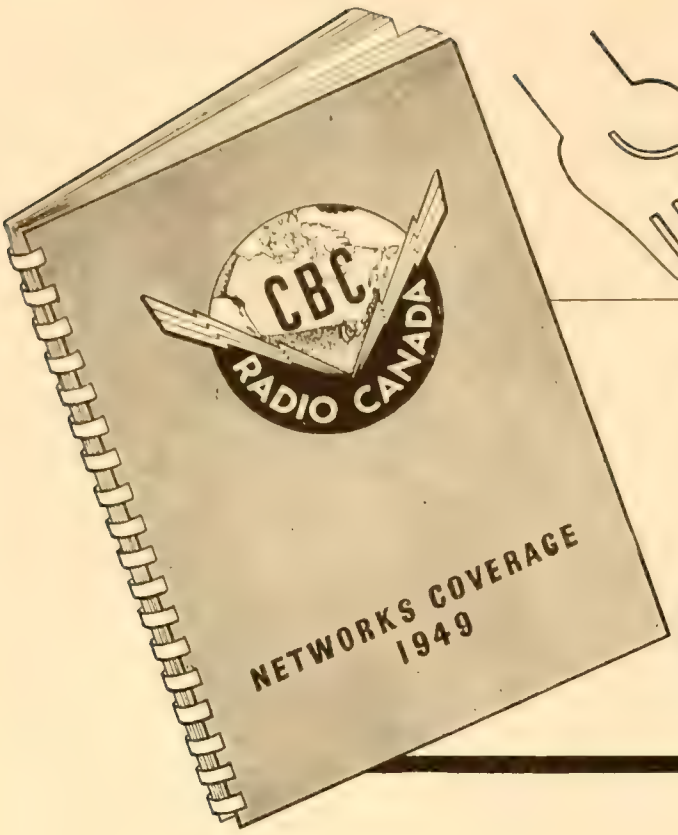
□

Alphabetical Index
By Call Letters

□

Networks

NINETEEN FIFTY



At your fingertips

The basic facts about CANADIAN NETWORK RADIO

The moment Canadian Radio enters your advertising plans, you should have this book. It's the only book of its kind! Based on the 1948 Survey of the Bureau of Broadcast Measurement, it puts you completely "in the picture" about Canadian Network Radio Coverage.

You'll find in this concise reference guide:

- Comprehensive breakdown of network circulation by provinces, in the areas covered by the three Canadian Networks—Trans-Canada, French and Dominion.
- Three big, easy-to-read maps, showing locations of basic and supplementary stations of the three Canadian Networks in the markets they serve.
- Population of Canada by provinces, showing the number of households, the number and percentage of English and French-speaking Radio Homes.
- Network Stations, power, frequencies and time zones.

Yes, this book is invaluable to every radio advertiser and agency interested in Canada! Write for a copy now . . . and if you have any additional questions on your mind about the use of Canadian Network Radio, send them along, too. Ask for "Networks Coverage—1949".

CANADIAN BROADCASTING CORPORATION

COMMERCIAL DIVISION

354 Jarvis Street
Toronto 5, Ontario

1231 St. Catherine Street West
Montreal 25, Quebec

CANADIAN
Broadcasting Corporation

OFFICES

Head Office—P. O. Box 806, 140 Wellington St., Ottawa, Ont.
Commercial Division—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.
National Program Office—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.

EXECUTIVES and STAFF

Board of Governors

A. Davidson Dunton, Ottawa, Ont., Chairman
Rene Morin, Montreal, Que., Vice-Chairman
Mrs. T. W. Sutherland, Parksville, B. C.
F. J. Crawford, Toronto, Ont.
Dr. G. D. Steel, Charlottetown, P. E. I.
Dean Adrien Pouliot, Laval University, Que.
John J. Bowlen, Calgary, Alta.
W. H. Phillips, Ottawa, Ont.
(H. M. Palmer, secretary, 140 Wellington St., Ottawa, Ont.)
(one vacancy)

Head Office

Dr. Augustin Frigon, General Manager (also Radio Canada Bldg., Bishop and Dorchester Sts., Montreal, Que.)
Donald Manson, Assistant General Manager
R. P. Landry, Director of Personnel and Administrative Services
G. W. Richardson, Assistant Director, Personnel and Administrative Services
K. M. Kelly, Supervisor of Personnel and Welfare
Marcel Carter, Supervisor of Administrative Services
A. E. Tetu, Chief of Records
H. Bramah, Treasurer
S. Schnobb, Assistant to Treasurer
W. R. Mortimer, Supervisor of Expenditures
F. W. Savignac, Assistant to Executive-Legal
H. M. Palmer, Secretary to Board of Governors

Commercial Division

E. A. Weir, Commercial Manager
W. E. Powell, Assistant Commercial Manager
W. R. Johnston, Supervisor of Acceptance and Production
Hugh Clark, Sales Representative
T. T. Odell, Sales Representative
L. E. Pegg, Sales Representative
Arthur Barr, Sales and Commercial Traffic
H. F. Chevrier, Coverage Statistics

National Program Office

Ernest L. Bushnell, Director-General of Programs
Charles Jennings, General Supervisor of Programs
Harry J. Boyle, Program Director Trans-Canada Network
H. G. Walker, Manager, Dominion Network
W. H. Brodie, Supervisor of Broadcast Language
W. J. Dunlop, Supervisor of International Exchange & Institutional Broadcasts
R. S. Lambert, Supervisor of School Broadcasts
Neil M. Morrison, Supervisor of Talks and Public Affairs
D. C. McArthur, Chief News Editor
E. W. Jackson, Traffic Manager
Elizabeth D. Long, Women's Interests
H. Z. Palmer, Assistant Program Director Trans-Canada Network
A. E. Powley, News Features Editor
H. E. S. Hamilton, Supervising Engineer (Network Operations)

Merchandising

IS THE OTHER

Half of the Battle

If there is any one outstanding characteristic of the member stations of the Canadian Association of Broadcasters it is their realization that making a program *sell merchandise* involves greater effort than merely putting it on the air.

The *local* merchants must be sold on the program. The *local* sales force must be enthusiastic. Everyone connected with the *local, privately owned* broadcasting station is on their toes to follow up—to insure that every effort is made to *make listeners buy.*

To a degree unknown anywhere else in the world of radio, the member stations of the "C.A.B." bend every effort to see that *merchandise is sold,* not merely programs aired.

BRING YOUR PROBLEMS, WITHOUT COST OR OBLIGATION TO

CANADIAN ASSOCIATION OF BROADCASTERS

HEAD OFFICE: *108 Sparks St., Ottawa.*

ADVERTISERS SERVICE: *37 Bloor St. W., Toronto.*

CANADIAN
Association of Broadcasters

OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 34036

Branch Office—37 Bloor Street West, Toronto, Ont.

Officers

Manager ..... T. J. Allard

Secretary-Treasurer ..... T. Arthur Evans

Dir. Adv. & Station Services ..... Patrick Freeman

General Counsel ..... Joseph Sedgwick, K.C.

Chairman of the Board ..... William M. Guild

Honorary President and Vice-Chairman of the Board ..... Ralph Snelgrove

Directors

E. Finlay MacDonald, Halifax; Malcolm Neill, Fredericton; Phil Lalonde, Montreal; Dr. Charles Houde, New Carlisle, P. Q.; Harry Sedgwick, Toronto; K. D. Soble, Hamilton; J. O. Blick, Winnipeg; E. A. Rawlinson, Prince Albert, Sask.; George Chandler, Vancouver.

Functions

The Canadian Association of Broadcasters is a voluntary trade organization of 98 privately owned (independent) broadcasting stations in Canada.

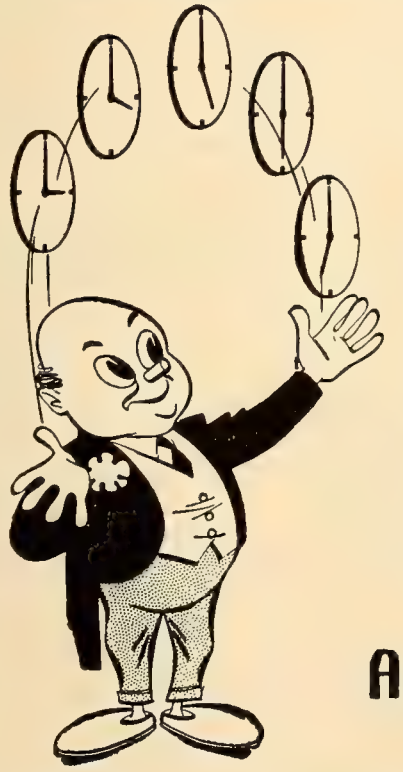
STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Call Letters	City	See Page
CBA	Sackville, N. B.	732
CBF	Montreal, Que.	744
CBG	Gander, Nfld.	733
CBH	Halifax, N. S.	734
CBI	Sydney, N. S.	735
CBJ	Chicoutimi, Que.	744
CBK	Watrous, Sask.	749
CBL	Toronto, Ont.	742
CBM	Montreal, Que.	744
CBO	Ottawa, Ont.	738
CBR	Vancouver, B. C.	730
CBT	Grand Falls, Nfld.	733
CBV	Quebec, City, Que.	745
CBW	Winnipeg, Man.	731
CBX	Edmonton, Alta.	726
CBY	Corner Brook, Nfld.	733
CFAB	Windsor, N. S.	735
CFAC	Calgary, Alta.	726
CFAR	Flin Flon, Man.	731
CFBC	Saint John, N. B.	732
CFCF	Montreal, Que.	745
CFCH	North Bay, Ont.	738
CFCN	Calgary, Alta.	726
CFCO	Chatham, Ont.	736
CFCY	Charlottetown, P. E. I.	743
CFGP	Grande Prairie, Alta.	727
CFJC	Kamloops, B. C.	728
CFJM	Brockville, Ont.	736
CFNB	Fredericton, N. B.	732
CFOR	Orilla, Ont.	738
CFOS	Owen Sound, Ont.	739
CFPA	Port Arthur, Ont.	739
CFPL	London, Ont.	738
CFPR	Price Rupert, B. S.	729
CFQC	Saskatoon, Sask.	748
CFRA	Ottawa, Ont.	738
CFRB	Toronto, Ont.	742
CFRN	Edmonton, Alta.	726
CHAB	Moose Jaw, Sask.	748
CHAD	Amos, Que.	743
CHAT	Medicine Hat, Alta.	727
CHEF	Granby, Que.	744
CHEX	Peterborough, Ont.	739
CHFA	Edmonton, Alta.	726
CHGB	Ste. Anne de La Pocatiere, Que.	747
CHLN	Three Rivers, Que.	747
CHLO	St. Thomas, Ont.	741
CHLP	Montreal, Que.	745
CHLT	Sherbrooke, Que	747
CHML	Hamilton, Ont.	737
CHNC	New Carlisle, Que.	745
CHNO	Sudbury, Ont.	741
CHNS	Halifax, N. S.	734
CHOK	Sarnia, Ont.	741
CHOV	Pembroke, Ont.	739
CHRC	Quebec City, Que.	746
CHRL	Roberval, Que.	746
CHSJ	Saint John, N. B.	733
CHUB	Nanaimo, B. C.	728
CHUM	Toronto, Ont.	742
CHVC	Niagara Falls, Ont.	738
CHWK	Chilliwack, B. C.	728
CJAD	Montreal, Que.	745
CJAT	Trail, B. C.	729
CJAV	Port Alberni, B. C.	729
CJBC	Toronto, Ont.	742
CJBQ	Belleville, Ont.	735
CJBR	Rimouski, Que.	746
CJCA	Edmonton, Alta.	727
CJCB	Sydney, N. S.	735
CJCH	Halifax, N. S.	734
CJCJ	Calgary, Alta.	726
CJCS	Stratford, Ont.	741
CJDC	Dawson Creek, B. C.	728
CJEM	Edmundston, N. B.	732
CJFP	Riviere-Du-Loup, Que.	746
CJFX	Antigonish, N. S.	734
CJGX	Yorktown, Sask.	749
CJIB	Vernon, B. C.	730
CJIC	Sault St. Marie, Ont.	741
CJKL	Kirkland Lake, Ont.	737
CJLS	Yarmouth, N. S.	735
CJNB	North Battleford, Sask.	748
CJNT	Quebec City, Que.	746
CJOB	Winnipeg, Man.	731
CJOC	Lethbridge, Alta.	727
CJOR	Vancouver, B. C.	730
CJOY	Guelph, Ont.	736
CJRL	Kenora, Ont.	737
CJRW	Summerside, P. E. I.	743
CJSO	Sorel, Que.	747

Call Letters	City	See Page
CJVI	Victoria, B. C.	730
CKAC	Montreal, Que.	745
CKBI	Prince Albert, Sask.	748
CKBL	Matane, Que.	744
CKBW	Bridgewater, N. S.	734
CKCH	Hull, Que.	744
CKCK	Regina, Sask.	748
CKCL	Truro, N. S.	735
CKCR	Kitchner, Ont.	737
CKCV	Quebec City, Que.	746
CKCW	Moncton, N. B.	732
CKDO	Oshawa, Ont.	738
CKEN	Kentville, N. S.	734
CKEY	Toronto, Ont.	742
CKFI	Fort Frances, Ont.	736
CKGB	Timmins, Ont.	741
CKLN	Nelson, B. C.	728
CKLW	Windsor, Ont.	743
CKMO	Vancouver, B. C.	730
CKMR	New Castle, N. B.	732
CKNB	Campbellton, N. B.	732
CKNW	New Westminster, B. C.	729
CKNX	Wingham, Ont.	743
CKOC	Hamilton, Ont.	737
CKOK	Penticton, B. C.	729
CKOV	Kelowna, B. C.	728
CKOX	Woodstock, Ont.	743
CKOY	Ottawa, Ont.	739
CKPC	Brantford, Ont.	736
CKPG	Prince George, B. C.	729
CKPR	Fort William, Ont.	736
CKRC	Winnipeg, Man.	731
CKRD	Red Deer, Alta.	727
CKRM	Regina, Sask.	748
CKRN	Rouyn, Que.	746
CKRS	Jonquire, Que.	744
CKSB	St. Boniface, Man.	731
CKSF	Cornwall, Ont.	736
CKSO	Sudbury, Ont.	741
CKTB	St. Catherines, Ont.	739
CKTS	Sherbrooke, Que.	747
CKVD	Val D'Or, Que.	747
CKVL	Verdun, Que.	747
CKWS	Kingston, Ont.	737
CKWX	Vancouver, B. C.	730
CKX	Brandon, Man.	731
CKY	Winnipeg, Man.	731
VOCM	St. John's, Nfld.	733

Canada's Selective Radio Headquarters



The little All-Canada man represents all phases of Canadian broadcasting—both time and talent.

Through the years he has come to symbolize not only the Company he represents, but the medium he champions: *Selective* Radio.

In a vast country with wide "skip-distances" between major markets, All-Canada offers you the most economical, most effective method of reaching the consumer at home through a select group of key Canadian stations.

Call on the All-Canada man wherever your campaign plans extend into the Canadian market. He'll be ready to discuss times and stations: and All-Canada also offers you selection from the world's largest library of transcribed programs.

ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER · CALGARY · WINNIPEG · TORONTO · MONTREAL

ALBERTA

CFAC

CALGARY—1922
CBC TRANS-CANADA SUPP

Freqeuncy: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....Calgary Bcstg. Co.
Bus.-Studio Address.....1000 Greyhond Bldg.
Phone Numbe:.....Renfrew 1036
Transmitter Location.....Midnapore, Alta.
Air Time .....Unlimited
News Service.....PN, BUP
Transcription Service.....Thesaurus, World, Associated
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President.....H. R. Carson
General Manager.....A. M. Cairns
Commercial Manager.....F. R. Shaw
Production Director.....D. MacMillan
Publicity Director.....W. C. Paulin
Chief Engineer.....E. C. Connor

CFCN

CALGARY—1922—CBC DOMINION

Frequency: 1060 Kc.....Power: 10,000 Watts
Owned-Oper. By.The Voice of the Prairies, Ltd.
Bus.-Studio Address....Toronto General Trusts Bldg.
Phone Number.....Main 1161
Transmitter Location.....9 Mi. S. of Calgary
Air Time.....6:30 a.m.-M.
News Service.....PN, BUP
Transcription Service...Standard, Lang-Worth
Representative .....Radio Representatives, Adam J. Young, Jr.
Membership .....CAB, BBM
President.....H. G. Love
Commercial Manager.....E. N. McGuire
Program Director.....James A. Love
Publicity Director.....G. L. Carter
Chief Announcer.....Ear Bown
Chief Engineer.....Robert Lamb

CJCJ

CALGARY—1927

Frequency: 1140 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Albertan Publishing Co., Ltd.
Address .....Victory Bldg.
Phone Number.....Main 9966
Transmitter Location.....Grandview Hts.
Air Time .....Unlimited
Representative .....Alexander, McGillvra
Transcription Service .....SESAC
News Service .....BUP
Membership .....CAB
President.....G. M. Bell
Manager.....D. H. MacKay
Commercial Manager.....E. K. Elton

CBX

EDMONTON—1948
CBC TRANS-CANADA

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address....713 MacDonald Hotel
Phone Number 2-9311
Transmitter Location.....Lacombe, Alta.
Air Time .....Unlimited
News Service.....PN, BUP, Reuters
Representative.....CBC Commr. Dept.
President (CBC).....Dr. Augustine Frigon
Station Manager.....D. E. Cameron
Commercial Mgr. (Winnipeg).W. G. Carpentier
Program Director.....Ralph L. Horley
Farm Editor.....Bob Graham

CFRN

EDMONTON—1934
CBC DOMINION

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By....Sunwapta Bcstg. Co., Ltd.
Business-Studio Address.....109 CPR Bldg.
Phone Number 22101
Transmitter Location...Jasper Hway., 2 Mi. W. of Edmonton
Air Time.....6:30 a.m.-M.
News Service.....BUP, PN
Transcription Service...Lang-Worth, Standard
Representative.....Radio Representatives, Adam J. Young, Jr.
Membership .....CAB, BBM
Pres., Gen. Mgr.....G. R. A. Rice
Comm., Sales Prom. Mgr.....A. J. Hopps
Pgm., Prod. Dir.....George A. Duffield
Publicity Director.....Audrey J. Hincks
Chief Announcer.....Claude Blackwood
Musical Director.....Eric C. Candy
Chief Engineer.....Frank G. Makepeace
Consulting Engineer.....P. Bayley, Toronto

CHFA

EDMONTON—1949

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Edmonton, Ltd.

Business Address.....LaSurvivance Bldg.
Phone Number 20912
Air Time .....Unlimited
News Service .....PN
Transcription Service .....World
Representative .....Renaud
General Manager.....Romain LeClair
Commercial Manager.....Paul de Grandpre
Program Director.....T. Gareau
Chief Engineer.....Gordon N. Sadler

CJCA

EDMONTON—1922
CBC TRANS-CANADA SUPP

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By....Edmonton Bcstg. Co., Ltd.
Bus.-Studio Address.....452 Birks Bldg.
Phone Number 26131
Transmitter Location .....Ellerslie
Air Time .....Unlimited
News Service.....AP, PN, BUP
Transcription Service.....World, Thesaurus, Standard
Representative .....All-Canada, Weed
Membership .....CAB
Station Manager.....Gerry Gaetz
Assistant Manager.....R. L. Barnes
Commercial Manager.....Joe MacKenzie
Program Director.....Dalt Elton
Promotion Manager.....Miss Win Sutton
Chief Engineer.....Frank Hollingworth

CFGP

GRANDE PRAIRIE—1937
CBC-TRANS-CANADA-SUPP

Frequency: 1050 Kc.....Power: 1000 Watts
Owned By.....Northern Bcstg. Corp., Ltd.
Bus.-Studio Address.....9901 Richmond Ave.
Phone Number.....Private Exchange No. 109
Transmitter Location.....Clairmont Hway.
Air Time.....6:30 a.m.-M.
News Service .....CP
Transcription Service.....Thesaurus, Cole, SESAC
Representative .....All-Canada, Weed
Membership .....CAB
President.....J. E. Thomson
General-Station Mgr.....Arthur J. Balfour
Commercial Manager.....Jack E. Soars
Program Director.....John Wilson
Publicity Director.....Kay Anderson
Chief Announcer.....Bill Dunbeck
Musical Director.....Joan Bishop
Chief Engineer.....Art Williams

CJOC

LETHBRIDGE—1926
CBC TRANS-CANADA

Frequency: 1220 Kc.....Power: 5000 Watts
Owned-Oper. By.....Lethbridge Bcstg., Ltd.
Address.....1015 Third Ave. S.
Phone Number 3161
Transmitter Location.....Broxburn, Alberta
Air Time.....6 a.m.-M.
News Service .....PN
Transcription Service...Thesaurus, Lang-Worth
Representative .....Weed, All-Canada
Membership .....CAB, BBM
Pres., General Mgr.....H. R. Carson
Station Manager.....William M. Guild
Commercial Manager.....Cameron A. Perry
Prog. Manager.....George A. Brown
Pub. Director.....K. Grant
Chief Announcer.....H. Gibson
Chief Engineer.....Robert A. Reagh

CHAT

MEDICINE HAT—1946
CBC DOMINION SUPP

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Monarch Bcstg. Co., Ltd.
Business-Studio Address.....520 First Ave.
Phone Number 2821-2-3
Transmitter Location.....Roytal, Alberta
Air Time .....Unlimited
News Service .....PN
Transcription Service .....Standard
Representative .....All-Canada, Weed
Membership .....CAB
President.....J. H. Yuill
Station-Commercial Mgr.....R. J. Buss
Program Director.....Bart Brown
Promotion Manager.....Eleanor McDougall
Chief Engineer.....Ian Carson

CKRD

RED DEER—1949
CBC DOMINION SUPP

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Central Alberta Bcstg. Co., Ltd.
Business Address.....Red Deer
Air Time .....Unlimited
News Service .....BUP
Transcription Service .....Standard
Representative.....Radio Reps., Young
Pres., Gen. Mgr.....Gordon S. Henry
Commercial Manager.....Hal Yerxa

—BRITISH COLUMBIA—

CHWK

CHILLIWACK—1927
CBC DOMINION

Frequency: 1230 Kc.....Power: 250 Watts
(C.P. 1000 Watts)
Owned-Oper. By....Fraser Valley Bcstrs., Ltd.
Business-Studio Address.....50 Yale Rd. E.
Phone Number 7511-21
Transmitter Location.....Prest Rd.
Air Time.....7 a.m.-11:30 p.m.
Transcription Service .....Cole
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President.....C. Casey Wells
Gen. Mgr., Chief Engr.....Jack Pilling
Commercial Manager.....W. G. Teetzel
Sales Prom. Mgr.....J. M. Maclachlan
Farm Editor.....Wally Clarke

CJDC

DAWSON CREEK—1947

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By..Radio Station CJDC, Ltd.
Business Address.....2nd Ave. & 9th St.,
Dawson Creek, B. C.
Phone Number 1R2
Studio Address.....2nd Ave. & 9th St.,
Dawson Creek, B. C.
Transmitter Location.....Grandview Heights
Air Time.....6:30 a.m.-M.
News Service.....Press News
Transcription Service .....Associated
Representative..Radio Representatives, Cooke
Membership .....CAB, BBM
President.....W. B. Michaud
Gen., Sta. Mgr.....Lewis R. Roskin
Sales Prom. Mgr.....J. Hull
Program Director.....O. Rudko
Publicity Director.....G. Kidd
Chief Engineer.....Edward Pfeifer
Farm Editor.....A. McKellar

CFJC

KAMLOOPS—1926
CBC TRANS-CANADA

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By...Kamloops Sentinel, Ltd.
Business-Studio Address.....310 St. Paul St.
Phone Number 1021
Transmitter Location.....Kamloops Jct.
Air Time.....6:30 a.m.-11 p.m.
Representative .....All-Canada, Weed
News Service .....PN
Membership .....CAB
General Manager.....Ian G. Clark
Commercial Manager.....R. J. Innes
Program Director.....Walter Harwood
Chief Engineer.....G. G. Henderson

CKOV

KELOWNA—1931
CBC TRANS-CANADA

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By.....Okanagan Bcstrs., Ltd.
Business-Studio Address.....1491 Pendozi St.
Phone Number 200
Transmitter Location..Okanagan Mission, B. C.
Air Time.....6:15 a.m.-M.
News Service .....PN
Transcription Service.....World, Thesaurus,
Lang-Worth, SESAC
Representative .....All-Canada, Weed
Membership .....CAB
General Manager.....J. W. B. Browne
Program Director.....Jack C. Thompson
Publicity Director.....Chris. Hansen
Chief Engineer.....J. Fred Weber
Farm Editor.....Ken Shepherd

CHUB

NANAIMO—1949

Frequency: 1570 Kc.....Power: 250 Watts
Owned-Operated By.....George Randall
Business Address.....Malaspina Hotel
Air Time .....Unlimited
News Service .....PN
Transcription Service .....World
Representative..Natl. Bcstg. Sales, Hunt, Cooke
President.....George Randall
General Manager.....Joan Orr

CKLN

NELSON—1939—CBC
TRANS-CANADA SUPP

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..News Publishing Co., Ltd.
Address.....711 Radio Ave.
Phone Number 19
Air Time.....7 a.m.-11 p.m.
News Service .....PN
Representative.....Stovin, Young, Hunt
Membership .....CAB
Station Manager.....A. R. Ramsden
Chief Announcer.....W. Anderson
Chief Engineer.....H. J. Worsfold

CKNW

NEW WESTMINSTER—1944

Frequency: 1320 Kc.....Power: 1000 Watts
Owned By.....International Bcstg. Co., Ltd.
Operated By.....William Rea, Jr.
Business-Studio Address.....227 Columbia St.
Phone Number 3000
Transmitter Location.....Lulu Island, B. C.
Air Time.....24 Hrs.
News Service .....PN
Transcription .....Associated, World, Cole
Representative.....Forjoe, Radio Reps
Pres., Gen., Sta. Mgr.....William Rea, Jr.
Natl. Sales Mgr.....MacIntosh MacDonald
Production Manager.....Hal Davis
Promotion Manager.....Phil Baldwin
Chief Engineer.....Bill Collins

CKOK

PENTICTON—1948

Frequency: 800 Kc.....Power: 250 Watts
Owned-Operated By.....CKOK, Ltd.
Business-Studio Address.....152 Main St.
Phone Number 900
Transmitter Location Addr.....Skaha Lake
Air Time.....6:45 a.m.-11 p.m.
News Service .....PN
Transcription Service .....Standard
Representative.....Radio Reps.
Membership .....BBM, CAB
General Manager.....J. Reg Beattie
Station Manager.....Harry O. Watts
Commercial Manager.....Jean Griffiths
Program Director.....Vince A. Duggan
Production Director.....Jeff Ajello
Chief Engineer.....Jim English

CJAV

PORT ALBERNI—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....CJAV, Ltd.
Address.....735 Third Ave. N.
Phone Number 603-4
Air Time .....Unlimited
News Service .....PN
Transcription Service.....Lang-Worth, Cole
Representative .....Radio Representatives
Membership .....CAB
Station Manager.....Charles J. Rudd
Commercial Manager.....K. Hutcheson
Program-Production Dir.....T. Rannie
Publicity Director.....Robert J. Hall
Chief Engineer.....H. Hollway

CKPG

PRINCE GEORGE—1946

CBC TRANS-CANADA SUPP

Frequency: 550 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station CKPG, Ltd.
Business-Studio Address.....Lyon Bldg.
Phone Number 140
Transmitter Location.....So. Fort George
Air Time.....7 a.m.-11 p.m.
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President.....Frank H. Elphicke
General-Station Mgr.....Cecil G. Elphicke
Comm. Mgr., Pub. Dir.....John Boates
Sales Prom. Mgr.....Jack Carbutt
Pgm., Prod. Dir.....Arthur Hall
Chief Engineer.....Ralph E. Spencer

CFPR

PRINCE RUPERT—1937

Frequency: 1240 Kc.....Power: 250 Watts
Owned By..Northwest Bcst. & Service Co., Ltd.
Studio Address.....336 Second Ave., Box 848
Phone Number 863
Air Time .....Unlimited
Representative .....Stovin
President.....F. E. Batt
Gen.-Sta. Mgr., Chief Engr...C. H. Insulander
Commercial Mgr.....S. J. Anderson
Program Director.....M. Furunes

CJAT

TRAIL—1932—CBC

TRANS-CANADA

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Kootenay Bcstg. Co., Ltd.
Business-Studio Address.....815 Victoria St.
Phone Number 737
Transmitter Location .....Warfield
Air Time.....6:30 a.m.-M.
News Service .....PN
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
Membership .....BBM
President.....E. W. Hazlewood
Station Manager.....John W. Loader
Commercial Manager.....Donald G. Marshall
Program Director.....Joseph P. Kobluk
Publicity Director.....Marion D. Johnson
Chief Engineer.....John D. Hepburn

CBR

VANCOUVER—1936
CBC TRANS-CANADA

Frequency: 1130 Kc.....Power: 5000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....Hotel Vancouver
Phone Number.....MArine 6121
Transmitter Location.....Lulu Island
Air Time .....Unlimited
News Service.....CP, BP, BUP, Reuters
Representative .....CBC
President (CBC).....Dr. Augustin Frigon
Commercial Mgr. (CBC).....E. A. Weir
Program Director.....Doug Nixon
Promotion Manager.....W. G. Clark
Chief Engineer.....A. Hilton

CJOR

VANCOUVER—1925
CBC DOMINION

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....CJOR, Ltd.
Business-Studio Address.....846 Howe St.
Phone Number.....MArine 6464
Transmitter Location.....Lulu Island
Air Time .....Unlimited
News Service.....BUP, UP, PN
Transcription Service.....Thesaurus, UTS
Representative.....Stovin, Young
Membership .....CAB, BBM
Pres., Gen. Mgr.....George C. Chandler
Commercial Manager.....Don Laws
Sales Prom.-Pub. Mgr.....Dorwin Baird
Program Director.....Ross Mortimer
Prod., Musical Dir.....Wallie Peters
Chief Engineer.....A. H. Chandler

CKMO

VANCOUVER—1922

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....British Columbia Bcstg. System, Ltd.
Address.....812 Robson St.
Phone Number.....MArine 1271-2-3
Transmitter Location.....River Rd., Lulu Is.
Air Time .....Unlimited
News Service .....BUP
Transcription Service...Standard, Associated, SESAC
Representative.....Natl. Bcstg. Sales, Cooke
Membership .....CAB
President.....Mrs. R. J. Sprott
Managing Director.....Mrs. K. M. Willis
Station Manager.....Mrs. K. M. Willis
Commercial Manager.....T. Slattery
Program Director.....Mrs. Nina Anthony
Chief Announcer.....Wally Garrett
Chief Engineer.....M. McKenzie

CKWX

VANCOUVER—1923—MBS-DON LEE

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....Western Bcstg. Co., Ltd.
Business-Studio Address.....543 Seymour St.
Phone Number.....MArine 3344
Air Time .....Unlimited
News Service.....PN, BUP
Transcription Service.....Lang-Worth, World
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President .....Arthur Holstead
Gen.-Station Mgr.....Frank H. Elphicke
Commercial Manager.....John L. Sayers
Program Dir.....Laurie Irving
Promotion Manager.....Joe Midmore
Chief Engineer.....Jack Gordon

CJIB

VERNON—1947—CBC
DOMINION SUPP

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Operated By.....Interior Bcstrs., Ltd.
Business Address.....3330 Barnard Ave.
Phone Number 900
Transmitter Location....Swan Lake, N. Vernon
News Service .....PN
Transcription Service .....Associated
Representative..Radio Representatives, Cooke
Air Time.....6:30 a.m.-M.
Membership .....CAB, BBM
President.....J. T. Mutrie
Station Manager.....Sid. S. Lancaster
Commercial Manager.....Blake Crothers
Program Director.....Don McGibbon
Production Director.....Jim Younie
Musical Director.....Dagmar Herry
Chief Engineer.....Loren C. Merriman

CJVI

VICTORIA—1941—DOMINION CBC

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Island Bcstg. Co., Ltd.
Business-Studio Address.....620 View St.
Phone Number.....Garden 2014, 8653
Transmitter Location.....Portage Inlet
Air Time.....6:30 a.m.-11 p.m.
News Service .....PN
Transcription Service.....Thesaurus, World
Representative .....Weed, All-Canada
President.....H. T. Matson
Station Manager.....M. V. Chestnut
Commercial Manager.....L. Hallberg
Program Director.....R. T. Batey
Publicity Director.....Miss B. Garnett
Chief Engineer.....J. Sommers

MANITOBA

CKX

BRANDON—1928—CBC DOMINION

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By....Western Manitoba Bcstrs., Ltd.
Address.....8th St. & Princess Ave.
Phone Number 4532
Air Time.....7:30 a.m.-11:30 p.m.
Transcription Service.....Thesaurus, World
Representative ..Radio Representatives, Cooke
Managing Director.....J. B. Craig
Commercial Manager.....E. D. Holland
Program Director.....Eric Davies
Chief Engineer.....Humphrey Davies

CFAR

FLIN FLON—1937—TRANS-CANADA

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Arctic Radio Corp., Ltd.
Address.....75 Hill St.
Phone Number 590
Air Time .....Limited
News Service .....PN
Transcription Service .....Lang-Worth
Representative .....Stovin, Young
President.....S. J. Beaufoy
General Manager.....C. H. Witney
Program Director.....D. G. Willis
Chief Engineer.....Gordon Woodward

CKSB

ST. BONIFACE—1946

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio St. Boniface, Ltd.
Address .....607 College St.
Phone Number 20865
Air Time .....Unlimited
News Service .....BUP
Membership .....CAB
Transcription Service .....World
Representative .....Renaud, McGillvra
Pres., Comm. Mgr.....Roland Couture

CBW

WINNIPEG—1948
CBC TRANS-CANADA

Frequency: 990 Kc.....Power: 50,000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business Address.....300 Telephone Bldg.
Phone Number.....922-91
Transmitter Location.....Carman
Air Time.....6:45 a.m.-12:45 a.m.
News Service.....BUP, PN, Reuters, CP
Representative .....CBC
Chairman (CBC).....A. D. Dunton
General Manager.....Dr. A. Frigon
Regional Representative.....J. R. Finlay
Station Manager (CBC) Winnipeg
J. N. Mogridge
Commercial Manager.....W. G. Carpentier
Publicity Director.....C. E. L'Ami
Chief Announcer.....Maurice Burchell
Chief Engineer.....R. D. Cahoon
Farm Editor.....Peter B. Whittall

CJOB

WINNIPEG—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Blick Bcstg., Ltd.
Business-Studio Address.....Lindsay Bldg.
Phone Number.....926, 374
Transmitter Location.....St. Boniface
Air Time.....24 Hrs.
News Service.....CP, BUP
Transcription Service.....World, Thesaurus, Associated
Representative..Radio Representatives, Cooke
Membership .....CAB, BBM
President, General Manager.....J. O. Blick
Commercial Manager.....A. J. Messner
Program Director.....George Davies
Chief Engineer.....R. V. Durie

CKRC

WINNIPEG—1934—CBC DOMINION

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By....Transcanada Communications, Ltd.
Bus.-Studio Address.....300 Carlton St.
Phone Number.....922, 266
Transmitter Location.....St. Vital
Air Time .....Unlimited
News Service.....BUP, PN
Transcription Service...Lang-Worth, Standard
Representative .....Weed, All-Canada
Membership .....CAB, BBM
President .....V. Sifton
Gen., Sta. Mgr.....William A. Speers
Commercial Manager.....B. M. Pirie
Sales Prom. Mgr.....F. M. Desourdy
Prog. Dir., Prod. Mgr.....J. M. Hill
Chief Engineer.....Bert Hooper

CKY

WINNIPEG—1949

Frequency: 1080 Kc.....Power: 5000 Watts
Owned-Oper. By..Bergman-Moffat Bcstg. Co., Ltd.
Business Address.....432 Main St.
Air Time .....Unlimited
News Service .....BUP
Transcription Service .....Capitol
Representative .....Stovin, Young
General Manager.....Lloyd E. Moffat
Commercial Manager.....Jack Shortreed

—NEW BRUNSWICK—

C K N B

CAMPBELLTON—1939
CBC DOMINION

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By..Restigouche Bcstg. Co., Ltd.
Business Address.....P. O. Drawer 840
Phone Number 8
Studio Address.....110 Water St.
Transmitter Location.....Maple Green
Air Time .....Unlimited
Transcription Service .....All-Canada
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President.....J. Wesley MacDonald
General Manager.....Dr. Charles H. Houde
Station Manager.....Stan Chapman
Sales Prom. Mgr.....Bill Harper
Program Director.....Bob Richards
Chief Engineer.....L. P. Paquet

C J E M

EDMUNDSTON—1944—CBC
FRENCH SUPP

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Edmundston Radio, Ltd.
Business-Studio Address.....91 Canada Rd.
Phone Number 296
Transmitter Location .....Iroquois
Air Time.....7 a.m.-11:15 p.m.
Transcription Service .....World
Representative .....Stovin, Young
President.....Dr. P. C. Laporie
Sta. Mgr., Pgm. Dir.....Maurice Lacasse
Sales Prom., Comm. Mgr....George Guerrette
Chief TechnicianT.....Gerard Levesque

C F N B

FREDERICTON—1923
CBC TRANS-CANADA

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By...James S. Neill & Sons, Ltd.
Business-Studio Address.....York St.
Phone Number 5501
Transmitter Location.....New Maryland
Air Time .....Unlimited
News Service.....BUP, RP
Transcription Service....Thesaurus, Standard, Cole
Representative .....All-Canada, Weed
Membership .....CAB, BBM
Gen., Sta. Mgr.....Dr. Malcolm Neill
Sales Prom. Manager.....C. Austin Moore
Program Director.....J. T. H. Fenety
Chief Engineer.....Glenn D. Glove

C K C W

MONCTON—1934
CBC DOMINION

Frequency: 1220 Kc.....Power: 5000 Watts
Owned-Oper. By.....Moncton Bcstg., Ltd.
Business-Studio Address.....K. of P. Bldg.
Phone Number 9111-2-3
Transmitter Location .....Cherryfield
Air Time .....Unlimited
News Service.....BUP, RP
Transcription Service..World, UTS, Lang-Worth
Representative .....McGillvra, Stovin
Membership .....CAB, BBM
Pres., Gen. Mgr.....F. A. Lynds
Commercial Manager.....F. A. Bestall
Program Director.....Bob Tabor
Publicity Director.....Alf. T. Parkes
Chief Announcer.....Bob Pugh
Chief Engineer.....James A. White

C K M R

NEW CASTLE—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Miramichi Bcstg. Co., Ltd.
Business Address.....Castle St.
Air Time.....Unlimited
News Service .....PN
Transcription Service .....Standard
Representative .....Wright
General Manager.....Arthur Martin

C B A

SACKVILLE—1939
CBC TRANS-CANADA

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....100 Sackville St.
Phone Number 3-6188
Transmitter Location .....Sackville
Air Time .....Unlimited
News Service.....PN, BUP, CP, Reuter
President (CBC).....Dr. Augustin Frigon
Regional Prog. Dir., Sta. Mgr...W. E. S. Briggs
Commercial Manager.....E. A. Weir
Promotion Manager.....Wyn Rhydwen
Regional Engineer.....H. M. Smith

C F B C

SAINT JOHN—1946
CBC DOMINION

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By....Fundy Bcstg. Co., Ltd.
Business-Studoi Address.....4 Carelton St.
Phone Number 3-2421
Transmitter Location.....Sand Cove Rd.
Air Time .....Unlimited

News Service .....RP
Transcription Service .....Standard
Representative .....Weed, Alexander
President.....A. M. A. McLean
Station Manager.....Robert T. Bowman
Commercial Manager.....Charles E. Wasson
Production Manager.....W. N. Anderson
Publicity Director.....R. D. Gallagher
Chief Engineer.....H. M. Stout
Farm Editor.....Michael B. Gausden

CHSJ

SAINT JOHN—1934
CBC TRANS-CANADA
Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....New Brunswick Bcstg. Co., Ltd.
Business-Studio Address.....13 Church St.
Phone Number 3-3304
Transmitter Location .....Coldbrook
Air Time .....Unlimited
News Service .....PN
Transcription Service.....World, Lang-Worth, Associated, UTS
Representative .....Stovin, Young
Membership .....CAB
Station Manager.....George A. Cromwell
Sales Promotion Manager.....E. B. Tapley
Commercial Manager.....Cleve G. Stillwell
Program Director.....Earl McCarron
Publicity Director.....James McGowen
Chief Engineer.....J. G. Bishop

NEWFOUNDLAND

CBY

CORNER BROOK—1949—CBC
TRANS-CANADA SUPP
Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address.. .....Corner Brook
Air Time .....Unlimited
News Service.....CP, PN, BUP, Reuters
Representative .....CBC
President (CBC).....Dr. Augustin Frigon
Commercial Manager (CBC).....E. A. Wier
Regional Rep.....William F. Galgay
Station Manager.....C. V. Hierlihy
Promotion Manager (CBC).....Ron C. Fraser

CBG

GANDER—1949—CBC
TRANS-CANADA SUPP
Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address .....Gander
Air Time .....Unlimited
News Service.....CP, PN, BUP, Reuters
Representative .....CBC
President (CBC).....Dr. Augustin Frigon
Commercial Mgr. (CBC).....E. A. Wier
Regional Rep.....William F. Galgay
Station Manager.....A. Barrett
Promotion Mgr. (CBC).....Ron C. Fraser

CBT

GRAND FALLS—1949—CBC
TRANS-CANADA SUPP
Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address .....Grand Falls
Air Time .....Unlimited
News Service.....CP, PN, BUP, Reuters
Representative .....CBC
President (CBC).....Dr. Augustin Frigon
Commercial Mgr. (CBC).....E. A. Wier
Regional Rep.....William F. Galgay
Station Manager.....John J. Grace
Promotion Mgr. (CBC).....Ron C. Fraser

CBN

ST. JOHN'S—1949—CBC
TRANS-CANADA SUPP
Frequency: 640 Kc.....Power: 10,000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address .....St. John's
Air Time .....Unlimited
News Service.....CP, PN, BUP, Reuters
Representative .....CBC
President (CBC).....Dr. Augustin Frigon
Commercial Mgr. (CBC).....E. A. Wier
Regional Rep.....William F. Galgay
Promotion Mgr. (CBC).....Ron C. Fraser

VOCM

ST. JOHN'S—1936
Frequency: 1000 Kc.....Power: 250 Watts
Owned-Operated By....Colonial Bcstg. System
Business Address.....Parade St.
Phone 2741
Air Time.....Unlimited
News Service .....PN
Transcription Service .....Thesaurus
Representative .....Stovin
Managing Director.....J. L. Butler
Commercial Manager.....M. Shulman
Program Director.....J. M. Murdoch
Chief Engineer.....W. B. Williams

NOVA SCOTIA

CJFX

ANTIGONISH—1943
CBC DOMINION

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Atlantic Bcstrs., Ltd.
Address .....Broadcasting Bldg.
Phone Number 66
Transmitter Location.....New Glasgow Rd.
Air Time .....Unlimited
News Service .....PN
Transcription Service.....United, Lang-Worth
Representative.....Natl. Bcst. Sales, Young
President, General Mgr.....J. Clyde Nunn
Commercial Manager.....R. J. Ricketts
Sales Manager.....James Burroughs

CKBW

BRIDGEWATER—1947
CBC TRANS-CANADA SUPP

Frequency: 1000 Kc.....Power: 1000 Watts
Owned-Operated By....Acadia Bcstg. Co., Ltd.
Business Address.....399 King St.
Phone Number 445
Transmitter Location .....Hebbville
Air Time .....Unlimited
News Service .....PN
Transcription Service .....Associated
Representative..Radio Representatives, Cooke
Membership .....BBM
General-Station Mgr.....John F. Hirtle
Commercial Manager.....John S. Harris
Sales Prom. Manager.....Lester L. Rogers
Program Director.....James A. MacLeod
Publicity Director.....Bruce RaFuse
Chief Engineer.....Douglas Hirtle

CBH

HALIFAX—1944
CBC TRANS-CANADA MARITIME

Frequency: 1330 Kc.....Power: 100 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....100 Sackville St.
Phone Number 3-6188
Transmitter Location .....Halifax
Air Time .....Unlimited
News Service.....BUP, AP, PN, Reuters
Representative.....CBC Commercial Div.
General Manager.....Dr. Augustin Frigon
Station Manager.....S. R. Kennedy
Commercial Manager.....E. A. Weir, Toronto
Regional Representative.....W. E. S. Briggs
Production Staff.....S. K. Appleby
Publicity Director..Wyn Rhydwen, Maritime Press and Information Rep.
Chief Engineer.....H. M. Smith, Maritime Regional Engineer
Farm Editor.....A. K. Morrow, Maritime

CHNS

HALIFAX—1926—CBC DOMINION

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By...Maritime Bcstg. Corp., Ltd.
Bus.-Studio Address.....Broadcasting House, 10 Tobin St.
Phone Number 3-8318
Transmitter Location....Rockingham, Halifax County
Air Time .....Unlimited
News Service.....PN, BUP
Transcription Service..Thesaurus, Lang-Worth, World
Representative .....All-Canada, Weed
President.....Andrew W. Robb
Managing Dir.....William Coates Borrett
Station Manager.....Gerald Redmond
Comm-Sales Prom. Mgr....Harry A. L. Stephen
Prog. Dir., Prod. Mgr.....John Funston
Chief Engineer.....Arthur H. Greig

CJCH

HALIFAX—1944

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....Chronicle Co., Ltd.
Bus.-Studio Address.....Lord Nelson Hotel
Phone Number 3-7311
Transmitter Location....St. Margaret's Bay Rd.
Air Time .....Unlimited
News Service .....PN
Transcription Service .....Standard
Representative.....Cooke, Nat'l Bcstg. Sales
Membership .....CAB, BBM
Station Manager.....E. Finlay MacDonald
Commercial Manager.....C. L. Chambers
Traffic Manager.....Howard E. Gerard
Program Director.....Donald Loughnane
Chief Engineer.....A. Reginald MacWilliams

CKEN

KENTVILLE—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Evangeline Bcstg. Co., Ltd.
Business-Studio Address.....Radio Center
Phone Number.....Kentville 400
Transmitter Location.....Upper Dyke
Air Time.....7 a.m.-9 p.m.—(Simultaneous Operation with CFAB, Windsor, N. S.)
News Service .....PN
Transcription Service .....UTS
All Canada
Representative .....Alexander
Membership .....CAB, BBM
President, Chief Engr.....Avard M. Bishop
General Manager.....J. A. C. Lewis
Prog. Director.....Willard A. Bishop

CBI

SIDNEY—1948—CBC
TRANS-CANADA MARITIME

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....247 Charlotte St.
Phone Number 4495
Air Time .....Unlimited
News Service.....AP, BUP, Reuters, CP
Representative .....CBC
President (CBC).....Dr. Augustin Frigon
Station Mgr.....Barry MacDonald
Transmitter Location.....S. Bar
Comm. Mgr. (CBC).....E. A. Wier
Regional Representative.....W. E. S. Briggs
Publicity Director.....Wyn Rhydwen
Chief Engineer.....H. M. Smith

CJCB

SYDNEY—1929—CBC DOMINION

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By.....Eastern Bcst s., Ltd.
Business-Studio Address.....Radio Bldg.
Phone Number.....5596, 8240
Transmitter Location.....So. Bar, Cape Breton
Air Time .....Unlimited
News Service .....PN
Transcription Service..Thesaurus, Lang-Worth, World, UTS
Representative .....All-Canada, Weed
General Manager.....N. Nathanson
Station Manager.....C. J. McDougall
Commercial Mgr.....J. Marven Nathanson
Program Director.....Lloyd MacInnis
Chief Engineer.....A. E. Vernon

CKCL

TRURO—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Truro Bcstg. Co., Ltd.
Business Address.....7 Pleasant St.
Phone Number 491
Transmitter Location .....Onslow
Air Time .....7:30 a.m.-M.
News Service .....PN
Transcription Service.....Associated
Representative .....William Wright
Membership .....CAB, BBM
President, General Mgr.....J. Arthur Manning
Comm. Mgr., Pub. Dir.....Alex Thomson
Prog., Prod. Dir.....Edward Belcher
Chief Engineer.....Sidney Bernasconi

CFAB

WINDSOR—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Evangeline Bcstg. Co., Ltd.
Address .....Pulsifer Bldg.
Phone Number.....Windsor 498
Transmitter Location .....Falmouth
Air Time.....7 a.m.-9 p.m.—(Simultaneous Operation with CKEN, Kentville, N. S.)
News Service .....PN
Transcription Service .....UTS
Representative .....Alexander
Membership .....CAB, BBM
President, Chief Engr.....Avard M. Bishop
General Manager.....J. A. C. Lewis
Program Director.....Willard A. Bishop

CJLS

YARMOUTH—1934
CBC DOMINION

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Gateway Bcstg. Co., Ltd.
Business Address.....Drawer 440
Phone Number 500
Studio Address.....222 Main St.
Transmitter Location.....Brooklyn, Yarmouth County
Air Time .....Unlimited
News Service .....CP
Transcription Service.....UTS, All-Canada
Representative .....All-Canada, Weed
Membership .....BBM
President, Station Mgr.....Laurie L. Smith
Program Director.....Denny Comlau
Publicity Director.....Fred Ball
Chief Engineer.....Donald L. Smith

ONTARIO

CJBQ

BELLEVILLE—1946
CBC DOMINION SUPP

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Quinte Bcstg. Co., Ltd.
Business-Studio Address.....11 Victoria Ave.
Phone Number 3200-1
Transmitter Location.....Foxboro Hway.
Air Time .....Unlimited
News Service .....PN
Transcription Service.....World, Thesaurus
Representative .....Stovin, Young
Membership .....CAB, BBM
President.....A. McLean Haig
Station Manager.....W. H. Stovin
Commercial Manager.....J. H. MacDonald
Program Director.....W. E. Arnold
Publicity Director.....Scott Hannah
Chief Engineer.....J. B. Buchanan

CKPC

BRANTFORD—1923
CBC DOMINION SUPP

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By....Telephone City Bcst., Ltd.
Address.....49-51 Colborne St.
Phone Number 3-2664
Transmitter Location.....Cockshutt Rd.
Air Time .....Unlimited
Transcription Service .....World
Representative.....J. L. Alexander
President, General Mgr...Mrs. J. D. Buchanan
Commercial Manager.....Hugh Bremner
Program Director.....Wally Shubat
Chief Engineer.....Ken Stewart

CFJM

BROCKVILLE—1943
CBC DOMINION

Frequency: 1450 Kc.....Power: 250 Watts
Owned By....Eastern Ontario Bcstg. Co., Ltd.
Business-Studio Address.....Revere Hotel
Phone Number 4628
Transmitter Location.....Prescott Hway.
Air Time .....Unlimited
News Service .....BUP
Representative .....Stovin, Young
Membership .....CAB
Owner, Gen.-Sta.-Comm. Mgr...Jack R. Radford
Program Director.....Pat Byrne
Program Manager.....Tom Statham
Chief Engineer.....John G. Brasford

CFCO

CHATHAM—1926—CBC DOMINION

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....John Beardall
Business Address.....P. O. Box 277
Phone Number 2626
Transmitter Location.....William Pitt Hotel
Air Time .....Unlimited
News Service .....BUP
Transcription Service .....Cole
Owner, Gen. Manager.....John Beardall
Comm.-Prom. Manager.....Peter Kirkey
Program Director.....George Sulman
Chief Engineer.....Gordon Brooks

CKSF

CORNWALL—1945
CBC DOMINION SUPP

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Standard-Freeholder, Ltd.
Business-Studio Address.....36 Pitt St.
Phone Number 1703
Transmitter Location.....Toll Gate Rd.
Air Time .....Unlimited
News Service .....CP
Transcription Service.....World
Representative .....Stovin, McGillvra
Membership .....CAB, BBM
President .....Phillip Robertson
Gen., Station-Comm. Mgr....H. Harrison Flint
Program Director.....Howard H. Brailey
Publicity Director.....Margaret Gillie
Chief Engineer.....Mahlon Clark

CKFI

FORT FRANCES—1944
CBC DOMINION SUPP—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Radio Station CKFI
Bus.-Studio Address.....240 Scott St.
Phont Number.....Ft. Frances 200
Transmitter Location.....Pither's Point Pk.
Air Time .....Unlimited
News Service .....PN
Transcription Service .....Keystone
Representative .....Alexander
President.....J. G. McLaren
Sta. Comm., Gen. Mgr.....W. H. McLellan
Program Director.....Leon Jourard
Chief Engineer.....George Bishop

CKPR

FORT WILLIAM—1931
CBC TRANS-CANADA

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Oper. By.....Dougall Motor Car Co.
Bus.-Studio Address.....416 Victoria Ave.
Phone Number 33477
Transmitter Location.....Memorial Ave., Port Arthur
Air Time.....7:15 a.m.-11:40 p.m.
News Service .....PN
Transcription Service.....Thesaurus, United
Representative..Stovin, Radio Representatives, Young, All-Canada, Oakes
Membership .....BBM, CAB
President.....H. F. Dougall
Commercial Manager.....George Jeffrey
Prod. Director.....Eldon Wilcox
Chief Engineer.....W. T. Ross

CJOY

GUELPH—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....CJOY, Ltd.
Business Address.....Bond Bldg.
Phone Number 555
Transmitter Location .....R.R. 7
Air Time .....Unlimited
News Service .....PN
Transcription Service.....Cole, Lang-Worth
Representative .....Radio Reps., Cooke
Pres., Station Mgr.....Wallace Slatter
Commercial Mgr.....Frederick T. Metcalf
Program Director.....Laurie J. Lohman
Chief Engineer.....D. A. Page

CHML

HAMILTON—1927
CBC DOMINION SUPP

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By...Maple Leaf Bcstg. Co., Ltd.
Business-Studio Address.....848 Main St., E.
Phone Number 9-2411
Transmitter Location .....Vinemount
Air Time .....Unlimited
News Service .....BUP
Transcription Service....Standard, Associated
Representatives.....Natl. Bcst. Sales, Metropolitan, Hunt, Young
Membership .....CAB, BBM
President.....Kenneth D. Sable
Gen. Station Mgr., Prog. Dir.....Tom Darling
Commercial Manager.....W. D. Whitaker
Sales Prom. Mgr., Pub. Dir.....E. S. Stock
Chief Engineers.....Hugh Potter, Phil Tahany

CKOC

HAMILTON—1922
CBC TRANS-CANADA SUPP

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....Wentworth Radio Bcstg. Co., Ltd.
Bus.-Studio Add.....King William & John Sts.
Phone Number 7-4483
Transmitter Location .....Elfrida
Air Time .....Unlimited
News Service.....PN, AP, Reuters
Transcription Service.....Thesaurus, World
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President.....Harold R. Carson
Station Manager.....W. T. Cranston
Commercial Manager.....L. A. Westmoreland
Asst. Manager.....J. Lyman Potts
Program Director.....J. O. Stone
Chief Engineer.....Leslie Horton

CJRL

KENORA—1938—CBC DOMINION

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Oper. By.....James Richardson & Sons, Ltd.
Address .....Johnson Block
Phone Number 717
Transmitter Location.....Jaffray Township
Air Time .....Unlimited
News Service .....CP
Transcription Service .....Thesaurus
Representative .....Stovin, Cooke
Membership .....CAB, BBM
President.....Mrs. James Richardson
Station Commercial Manager....G. A. McLean
Sales Prom. Mgr., Pub. Dir.....James Thom
Program Director.....Thomas E. Lavers
Musical Director.....Irwin Stein
Chief Engineer.....F. J. Hackett

CKWS

KINGSTON—1942
CBC TRANS-CANADA

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....Brookland Co., Ltd.
Address.....304 King St.
Phone Number 4405
Transmitter Location.....Wolfe Island
Air Time .....Unlimited
News Service .....PN
Transcription Service...Standard, Lang-Worth, World
Representative.....Natl. Bcst. Sales
Membership .....CAB
President.....Senator W. R. Davies
Station Manager.....Roy W. Hofstetter
Commercial Manager.....Karl Monk
Program Director.....Jack Pollie
Chief Engineer.....Burt Cobb

CJKL

KIRKLAND LAKE—1934
CBC TRANS-CANADA

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....Northern Bcstg. Co., Ltd.
Address .....Govt. Rd.
Phone Number 27
Transmitter Location .....Dane
Air Time .....Unlimited
News Service .....PN
Transcription Service.....Standard, Thesaurus, Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
Membership .....CAB
President.....Roy H. Thomson
Manager.....Harry M. Edgar
Commercial Manager.....Don Lawrie
Program Director.....Cliff Harrison
Chief Engineer.....Les Oliver

CKCR

KITCHENER—1929
CBC DOMINION SUPP

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Opr. By.....K.-W. Bcstg. Co., Ltd.
Business-Studio Address.....125 King St. W.
Phone Number 3-3628
Transmitter Location.....R.R. 3
Air Time .....Unlimited
News Service .....PN
Transcription Service.....UTS, Associated
Representative .....William Wright
Pres.-Station Mgr.....W. C. Mitchell
Commercial Manager.....G. Liddle
Prod. Manager.....Ed Manning
Chief Engineer.....Bill Marchand

CFPL

LONDON—1922—CBC DOMINION

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper....London Free Press Printing Co.
Address.....442 Richmond St.
Phone Number.....Metcalfe 5200
Transmitter Location.....R.R. 1, Glanworth
Air Time .....Unlimited
News Service .....PN
Transcription....World, Standard, Lang-Worth
Representative .....Weed, All-Canada
Membership .....CAB, BBM
President.....Walter J. Blackburn
General Manager.....Murray T. Brown
Sales Promotion Manager..Douglas C. Trowell
Program Director.....Robert A. Reinhart
Production Director.....Frank E. Armstrong
Publicity Director .....J. Burke Martin
Chief Engineer.....Glen A. Robitaille

CHVC

NIAGARA FALLS—1947

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Station CHVC, Ltd.
Business Address.....1745 River Rd.
Phone Number.....Niagara Falls, Ont. 4110;
Niagara Falls, N. Y. 9801
Studio Address.....Rainbow Bridge
Transmitter Location....Queen Elizabeth Way
Air Time .....Unlimited
News Service .....BUP
Transcription Service .....World
Representative .....Cooke, Alexander
President.....B. Howard Bedford
Assistant Manager.....Wesley M. Schwab
Manager Welland.....Frank Sheppard
Manager St. Catharines.....R. H. Hamilton
Sales Manager.....Dick Jackson
Production Director.....Arthur W. Blakely
Chief Engineer.....George Slinn

CFCH

NORTH BAY—1931—CBC TRANS-CANADA

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Northern Bcstg. Co., Ltd.
Address.....Fraser St. & First Ave.
Phone Number 2400
Transmitter Location.....Nipissing Junction
Air Time .....Unlimited
News Service .....CP
Transcription Service....Standard, Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
President.....Roy H. Thomson
General Manager.....Jack M. Davidson
Station Manager.....Cliff O. Pickrem
Commercial Manager.....Keith Packer
Sales Promotion Manager.....Gord Burnett
Pgm., Prod. Dir.....Phil Clayton
Publicity Director.....Melba Gribbon
Chief Engineer.....Jack Barnaby

CFOR

ORILLIA—1945—CBC DOMINION

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gordon E. Smith
Bus.-Studio Address.....101 Mississaye St., E.
Phone Number 3511
Transmitter Location.....Orillia Township
Air Time .....Unlimited
News Service .....BUP
Transcription Service .....Cole
Representative .....Stovin
Membership .....CAB, BBM
President, General Mgr.....Gordon E. Smith
Program Director.....James McGarvey
Commercial Manager.....Alex Gilmour
Promotion Manager.....Russ Waters
Chief Engineer.....Donald McBride

CKDO

OSHAWA—1946

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Oper. By.....Oshawa Bcstg. Co., Ltd.
Business-Studio Address.....16 Centre St.
Phone Number 4481
Transmitter Location .....Westmount
Air Time .....Unlimited
News Service .....PN
Transcription Service .....World
Representative .....Alexander, Weed
President.....Walter A. Dales
General Manager.....Ross R. Rowlands
Program Director.....William B. Swinton
Chief Engineer.....Bert McCollun

CBO

OTTAWA—1924 CBC TRANS-CANADA

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address....Chateau Laurier Hotel
Phone Number 2-1151
Transmitter Location .....Hawthorne
Air Time .....Unlimited
Gen.-Sta. Mgr., Prog. Dir....Charles P. Wright
Chief Engineer.....Maxted Gilbert

CFRA

OTTAWA—1947

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....CFRA Registered
Business Address...Auditorium, Catherine St.
Phone Number 3-6241
Transmitter Location.....City View
Air Time .....Unlimited
News Service .....BUP
Transcription Service....Standard, World, Cole
Representative .....All-Canada, Weed
Membership .....CAB, BBM

President, General Mgr.....Frank Ryan
Commercial Manager.....George M. Gowling
Program Director.....Fred Davis

CKOY

OTTAWA—1924—CBC DOMINION

Frequency: 1310 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....CKOY, Ltd.
Address.....272 Somerset St., W.
Phone Number.....3-5658
Air Time.....Unlimited
News Service.....BUP, AP, UP, Reuters
Transcription Service..Associated, Lang-Worth
Representative.....Cooke, Natl. Bcst. Sales
President.....Duncan K. MacTavish
General Manager.....T. Edgar Guest
Commercial Manager.....Don Davis
Program Director.....Jack Alexander
Chief Engineer.....John McGrail

CFOS

OWEN SOUND—1940
CBC DOMINION SUPP

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Grey & Bruce Bcstg. Co., Ltd.
Business-Studio Address.....9th St. E.
Phone Number.....1940
Transmitter Location....Sydenham Township
Air Time.....Unlimited
News Service.....PN
Transcription Service.....World
Representative.....Stovin, Young
Membership.....CAB, BBM
President.....Howard Fleming
Station Manager.....William N. Hawkins
Commercial Manager.....D. Ferry
Sales Prom. Mgr., Pub. Dir.....R. Thomson
Program Director.....E. Smith
Production Director.....William Fulton
Chief Engineer.....R. Turnpenny

CHOV

PEMBROKE—1942—CBC DOMINION

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By....Ottawa Valley Bcstg. Co., Ltd.
Address.....97 Albert St.
Phone Number.....1350
Transmitter Location.....E. of Pembroke
Air Time.....Unlimited
News Service.....BUP
Transcription Service.....Thesaurus, SESAC
Representative.....Stovin, Young
Pres., Gen. Mgr.....E. G. Archibald
Program Director.....Bill Kutshke
Promotion Manager.....Marg. Miller
Chief Engineer.....W. E. Schmidt

CHEX

PETERBOROUGH—1942
CBC DOMINION

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Brookland Co., Ltd.
Bus.-Studio Address.....Examiner Bldg.
Phone Number.....2-0451
Transmitter Location.....Otanobee
Air Time.....Unlimited
News Service.....PN
Transcription Service.....World, Lang-Worth
Representative.....Natl. Bcst. Sales
President.....Sen. W. R. Davies
Vice President.....Roy H. Thomson
Station Manager.....Russ Baer
Commercial Mgr.....E. L. Jones
Program Director.....Don Nairn
Chief Engineer.....Bert Crump

CFPA

PORT ARTHUR—1944
CBC DOMINION

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph H. Parker
Bus.-Studio Address.....Public Utilities Bldg.
Phone Number.....5-7651
Transmitter Location.....Memorial Ave.
Air Time.....Unlimited
Transcription Service....Lang-Worth, Standard
Representative.....National Broadcast Sales, Broadcast Representatives, Hunt, Weed
Membership.....CAB, BBM
Gen., Sta. Mgr.....Ralph H. Parker
Commercial Manager.....R. P. MacGowan
Program Director.....Roy Dahmer

CKTB

ST. CATHARINES—1930
CBC DOMINION SUPP

Frequency: 1550 Kc.....Power: 1000 Watts
Owned-Oper. By....The Niagara District Bcstg. Co., Ltd.
Business-Studio Address.....12 Yates St.
Phone Number.....5-7351
Transmitter Location.....Lakeshore Rd., Port Dalhousie
Air Time.....Unlimited
News Service.....PN
Transcription Service.....Thesaurus, UTS
Representative.....National Broadcast Sales, J. H. McGillvra
Membership.....CAB, BBM
President, Station Mgr.....W. B. C. Burgoyne
Managing Director.....H. B. Burgoyne
Commercial Manager.....V. A. Lococo
Sales Prom. Manager.....W. C. Wingrove
Production Manager.....W. C. Wheeler
Chief Engineer.....W. H. Allen



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ON CFRB you reach more listeners per dollar than on any other Toronto Station. That's why CFRB advertisers keep on using the station year after year.

Ask them why they stay! Perhaps they won't quote figures or facts . . . but they'll give you the real answer. They stay because they get results! They stay because they reach more radio homes, more prospects for their product . . . selling an audience that's been growing for over twenty years!

CFRB
TORONTO

REPRESENTATIVES:

UNITED STATES
Adam J. Young Jr., Incorporated

CANADA
All-Canada Radio Facilities Ltd.

Ontario's Favourite Radio Station!

CHLO

ST. THOMAS—1948
CBC TRANS-CANADA SUPP

Frequency: 680 Kc.....Power: 1000 Watts
Business-Studio Address.....Radio Centre
Phone Number 3696
Transmitter.....Cons. 8 Yarmouth Township
Air Time .....Unlimited
News Service .....AP, PN
Transcription Service.Lang-Worth, Associated
Representative.....Radio Reps., Cooke
Membership .....CAB, BBM
Pres., Gen. Mgr.....J. F. Peterson
Commercial Manager.....G. N. Miller
Pgm., Prod. Dir.....L. C. Evans
Chief Engineer.....J. C. Warder

CHOK

SARNIA—1946
CBC TRANS-CANADA SUPP

Frequency: 1070 Kc.....Power: 5000 Watts d.: 1000 Watts n.
Owned-Oper. By.....Sarnia Bcstg. Co., Ltd.
Address.....148½ Front St. N.
Phone Number 4000
Air Time .....Unlimited
Transcription Service....Standard, Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
President.....H. M. Hueston
General, Station Manager....Claude R. Irvine
Commercial Manager.....Gerry Hall
Publicity Director.....James A. Kirkpatrick
Program Director.....Grant Webber
Chief Engineer.....Robert F. Cooke

CJIC

SAULT STE. MARIE—1934
CBC TRANS-CANADA

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hyland Bcstg. Co.
Address .....Windsor Hotel
Phone Number 3500
Transmitter Location.....Peoples Rd.
Air Time.....6 a.m.-M.
News Service .....PN
Transcription Service .....World
Representative.....J. L. Alexander, McGillvra
Membership .....CAB, BBM
Chief Exec., Gen. Mgr.....J. G. Hyland
Sales Promotion Manager.....E. Vance
Program Director.....J. Basil Scully
Chief Engineer.....Italo Marinelli

CJCS

STRATFORD—1927
CBC DOMINION SUPP

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Frank M. Squires
Address .....Reynolds Bldg.
Phone Number 1675
Air Time.....7 a.m.-11 p.m.
News Service.....UP, BUP
Transcription Service .....World
Representative.....All Canada, Weed
President, General Mgr.....Frank M. Squires
Station, Comm., Sales Prom. Mgr...S. E. Tapley
Prod., Pgm., Pub. Dir.....Alex L. Smith
Chief Engineer.....John Grigg

CHNO

SUDBURY—1947
CBC DOMINION SUPP

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sudbury Bcstg. Co., Ltd.
Business Address.....166 Elm St., W.
Phone Number 6-6416
Air Time .....Unlimited
News Service .....PN
Transcription Service .....Associated
Representative .....Wright, Young
President, General Mgr.....F. B. Ricard
Station Commercial Manager.....R. Riel
Sales Manager.....M. E. Bond
Program Director.....Don Killoran
Publicity Director.....John Boyd
Chief Engineer.....Phil Empey

CKSO

SUDBURY—1935
CBC TRANS-CANADA

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....CKSO, Sudbury, Ltd.
Business-Studio Address.....21 Elgin St., N.
Phone Number 77-505
Transmitter Location.....7 Mi. from Sudbury at McFarlane Lake
Air Time .....Unlimited
News Service .....PN
Transcription Service.....Thesaurus, World
Representative .....All-Canada, Weed
Membership .....BMB
President.....G. M. Miller, K.C.
General Manager.....W. J. Woodill
Program Director.....K. Dobson
Chief Engineer.....R. F. Chinnick

CKGB

TIMMINS—1933
CBC TRANS-CANADA

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Oper. By.....Northern Bcstg. Co., Ltd.
Bus.-Studio Address.....Thompson Bldg.
Phone Number 2000

Transmitter Location.....Mountjoy Township
Air Time .....Unlimited
News Service .....PN
Transcription Service....Lang-Worth, Standard
Representative.....Natl. Bcst. Sales, Cooke
President.....R. H. Thomson
General Manager.....J. M. Davidson
Station Manager.....H. C. Freeman
Commercial Manager.....Edwin Bowser
Program Director.....Jesse French
Chief Engineer.....Ernie Mott

CBL

TORONTO—1927
CBC TRANS-CANADA

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Phone Number.....MIdway 5481
Transmitter Location .....Hornby
Air Time .....Unlimited
News Service.....BUP, Reuters, PN, CP
Representative .....CBC
President (CBC).....Dr. Augustin Frigon
Director General Programs..Ernest L. Bushnell
Commercial Manager (CBC).....E. A. Weir
Program Director.....Harry J. Boyle
Prod. Director.....J. Kannawin
Publicity Director.....Ron C. Fraser
Chief Engineer.....Howard Hilliard

CFRB

TORONTO—1927—CBS

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.Rogers Radio Ccstg. Co., Ltd.
Business-Studio Address.....37 Bloor St. W.
Phone Number.....MIdway 3515
Transmitter Location .....Clarkson
Air Time .....Unlimited
News Service.....BUP, PN
Transcription Service...Associated, Thesaurus, World
Representative .....Young, All-Canada
Membership .....CAB, BBM
President .....Harry Sedgwick
Station Manager.....Lloyd Moore
Commercial Manager.....Waldo Holden
Program Director.....Wes McKnight
Publicity Director.....Ken Marsden
Chief Engineer.....Clive Eastwood

(See Page 740)

CHUM

TORONTO—1945

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....York Bcstrs., Ltd.
Address.....225 Mutual St.
Phone Number.....Elgin 4271
Transmitter Location.....Lawrence Ave. & Don Mills Rd.
Air Time .....Sunrise-sunset
News Service.....UP, BUP
Transcription Service.....Lang-Worth, United, Standard
Representative .....Alexander McGillvra
Membership .....CAB, BBM
President.....John H. Q. Part
General-Comm. Mgr.....Roland E. Ford
Sales Promotion Manager.....Leigh Stubbs
Program Director.....Larry Mann
Publicity Director.....Phil Stone
Chief Engineer.....Dr. Curt Borchardt

CJBC

TORONTO—1936
CBC DOMINION

Frequency: 860 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Phone Number.....MIdway 5481
Transmitter Location .....Dixie
Air Time .....Unlimited
News Service.....PN, BUP, Reuters
Membership .....BMB
President (CBC).....Dr. Augustin Frigon
Dir. Gen. of Programs.....E. L. Bushnell
Manager, Dominion Net.....H. G. Walker
Commercial Manager.....E. A. Weir
Program Director.....Robert W. McGall
Supervisor of Press & Information..R. C. Fraser
Supervising Engineer (Toronto Area)
H. R. Hilliard

CKEY

TORONTO—1944

Frequency: 580 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned By.....Toronto Bcstg. Co., Ltd.
Bus.-Studio Address.....444 University Ave.
Phone Number.....WAverly 3881
Transmitter Location .....Scarboro
Air Time .....Unlimited
News Service.....PN, BUP
Transcription Service.....World, Lang-Worth, Standard, Associated
Rep.....Natl. Bcst. Sales, Cooke, Hunt
Membership .....CAB
President, General Mgr.....Jack K. Cooke
Station Manager.....Hal Cooke
Program Director.....Don Insley
Production Manager.....Ed Houston
Publicity Director.....John Thompson
Chief Engineer.....Ernie M. Swan

CKLW

WINDSOR CBC TRANS-CANADA
DOMINION SUPP
(See Listing, Detroit, Mich.)

CKNX

WINGHAM—1926
CBC—DOMINION SUPP

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Station CKNX, Ltd.
Business-Studio Address.....Josephine St.
Phone Number 158
Transmitter Location .....Belgrave
Air Time .....Unlimited
News Service .....BUP
Transcription Service.Cole, Lang-Worth, World
Representative .....Alexander, Young
President, General Mgr.....W. T. Cruickshank
Station Manager.....J. J. Cruikshank
Commercial Manager.....G. W. Cruickshank
Sales Prom. Manager.....V. Dittmer
Program Director.....J. F. Brent
Prod. Director.....Tom Rafferty
Publicity Director.....R. Clark
Chief Engineer.....S. C. Reid

CKOX

WOODSTOCK—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Oxford Bcstg. Co., Ltd.
Business Address.....P. O. Box 100
Phone Number 2400
Studio Address.....380 Hunter St.
Transmitter Location.....Sweaburg Rd., Township of W. Oxford
Air Time .....Unlimited
News Service .....BUP
Transcription Service.....World, Lang-Worth
Representative .....Wright
Membership .....CAB
President, Gen.-Station Mgr.....Monty J. Werry
Comm.-Sales Prom. Mgr.....W. Stanley Smith
Prog. Dir., Prod. Mgr.....Bruce Marsh
Chief Engineer.....R. A. Clark

PRINCE EDWARD ISLAND

CFCY

CHARLOTTETOWN—1924
CBC DOMINION-MARITIME

Frequency: 630 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Island Radio Bcstg. Co.
Business-Studio Address.....85 Kent St.
Phone Number 741
Transmitter Location.....W. Royalty
Air Time.....7:25 a.m.-12:10 a.m.
News Service .....PN
Transcription Service....Associated, Standard, Lang-Worth
Representative .....All-Canada, Weed
Membership .....CAB
Pres., Managing Dir.....Lt. Col. K. S. Rogers
Station Manager.....R. F. Large
Promotion Manager.....W. J. Brown, Jr.
Technical Spvr.....A. L. Finley

CJRW

SUMMERSIDE—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Gulf Bcstg. Co., Ltd.
Business-Studio Address.....218 Water St.
Phone Number 2201-2
Transmitter Location.....Read's Corner, 2 Mi. E. of Summerside
Air Time.....7:30 a.m.-9 p.m.
News Service .....BUP
Transcription Service.....World, All-Canada, Guild Radio Features
Representative .....Radio Reps.
Membership .....CAB, BBM
President.....H. E. Gaudet
Sta.-Comm. Mgr., Chief Engineer..A. G. Rogers
Program Director.....R. C. Schurman

QUEBEC

CHAD

AMOS—1942—CBC FRENCH SUPP

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Radio Inc.
Business Address .....Rouyn
Studio Address....Reilly Block Bldg., Main St., Capitol Theatre Bldg.
Transmitter Location .....Amos
Air Time .....7 a.m.-M.
News Service .....PN
Transcription .....Associated, World
Representative .....Weed
Membership .....CAB, BMB
President.....David Armand Gourd
Station Manager.....Joseph Duguay

C B J

CHICOUTIMI—1933—CBC FRENCH

Frequency: 1580 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....315 Racine St.
Phone Number 4456
Transmitter Location .....Rang San Antoine
Air Time .....Unlimited
Representative .....CBC
Membership .....BMI
General Manager.....Marcel Ouimet
Station Manager.....Vilmond Fortin
Commercial Manager.....Maurice Valiquette
Sales Promotion Manager.....Gilbert Lessard
Production Director.....Roger Daveluy
Publicity Director.....Jean Saint-Georges
Chief Announcer.....L. H. Desjardins
Chief Engineer.....J. E. Roberts
Farm Editor.....Armand Berube

C H E F

GRANBY—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....The Granby Bcstg. Co.
Business-Studio Address.....7 Johnson St.
Phone Number 353
Transmitter Location.....Abbotsford Rd.
Air Time.....6 a.m.-M.
News Service .....PN
Transcription Service.....World, United
Representative .....Renaud
Membership .....CAB, BBM
General Manager.....Gerard Laliberte

C K C H

HULL—1933—CBC FRENCH SUPP

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By....Syndiat d'Ouvres Sociales Ltée.
Business Studio Address...121 Notre-Dame St.
Phone Number 2-1701
Transmitter Location .....Deschenes
Air Time .....Unlimited
News Service .....PN
Representative .....Renaud, McGillvra
Membership.....CAB, BBM, FMA
President.....L. J. Billy
General, Station Manager.....J. P. Lemire
Sales Promotion Manager.....Henry Allard
Program Director.....Henri Bergeron
Chief Announcer.....Henri Bergeron
Musical Director.....Aurele Groulx
Chief Engineer.....Max Gebhardt

C K R S

JONQUIERE—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Henri Lepage
Business Address.....223 St. Dominique St.
Air Time .....Unlimited
Representative .....Hardy, Young
President .....Henri Lepage
Manager .....Gaston Voyer

C K B L

MATANE—1948—TRANS-QUEBEC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By.....La Compagnie de Radiodiffusion de Matane, Lteé
Business-Studio Address.....St. Jerome St.
Phone Number 355
Air Time.....7 a.m.-M.
Transmitter Location .....Poncheville
News Service .....PN
Transcription Service .....World
Representative .....Hardy-Young
Membership .....BBM
Pres., Gen., Station Mgr.....Roger Bergeron
Commercial Manager.....René Lapointe
Sales Promotion Manager.....Bob Quinn
Chief Announcer.....Francois Raymond
Musical Director.....Agnes Charest
Chief Engineer.....Paul DuBerger
Farm Editor.....Marcel Houle

C B F

MONTREAL—1937—CBC FRENCH

Frequency: 690 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address..1231 St. Catherine St. W.
Phone Number.....PLateau 7161
Transmitter Location .....Vercheres
Air Time.....7 a.m.-M.
Membership .....BBM
Gen. Mgr.....Dr. Augustin Frigon
Commercial Manager.....M. Valiquette
Station Manager.....Marcel Ouimet
Sales Promotion Manager.....Gilbert Lassard
Prod. Director.....Roger Laveluy
Publicity Director.....J. Saint-Georges
Chief Announcer.....Miville Couture
Chief Engineer.....H. Audet

C B M

MONTREAL—1937
CBC TRANS-CANADA

Frequency: 940 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address..1231 St. Catherine St. W.
Phone Number.....PLateau 7161
Transmitter Location .....Marieville
Air Time.....6 a.m.-M.
Membership .....BBM
General Manager.....Dr. Augustin Frigon
Commercial Manager.....Maurice Valiquette
Sales Promotion Manager.....Gilbert Lessard

Program Director.....William O'Reilly
Production Director.....Roger Daveluy
Publicity Director.....Jean Saint-Georges
Chief Announcer.....Lamont Tilden
Chief Engineer.....Henri Audet

CFCF

MONTREAL—1919
ABC-CBC DOMINION

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Marconi Co.
Bus.-Studio Address..1231 St. Catherine St. W.
Phone Number.....PLateau 2575
Transmitter Location.....St. Genevieve
Air Time.....6 a.m.-M.
News Service.....BUP
Transcription Service.....Standard
Representative.....Weed, All-Canada
Membership.....CAB, BBM
Bcstg. Manager.....W. Victor George
Station Manager.....Gordon F. Keeble
Sales Supervisor.....T. J. Quigley
Promotion Manager.....L. W. Rasberry
Prod. Director.....Peel Steven
Chief Announcer.....J. R. Brooks
Chief Engineer.....John Gettenby

CHLP

MONTREAL—1933

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By..La Patrie Publishing Co., Ltd.
Address.....183 St. Catherine St., E.
Phone Number.....PL 5225
Studio Address.....Sun Life Bldg.
Transmitter Location.....Laprairie
Air Time.....Unlimited
News Service.....PN
Transcription Service.....Associated
Representative.....Alexander, McGillvra
Membership.....BMB
Pres., Gen. Mgr....Hon. Sen. P. R. DuTremblay
Station Comm. Mgr.....C. A. Berthiaume
Pgm., Prod. Dir.....Andre Chabot
Publicity Director.....Armand Goulet
Chief Announcer.....Marcel Marineau
Chief Engineer.....Alphonse Cloutier

CJAD

MONTREAL—1945—CBS

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CJAD, Ltd.
Business-Studio Address....1191 Mountain St.
Phone Number.....Plateau 1805
Transmitter Location.....MacKayville
Air Time.....6 a.m.-12:05 a.m.
News Service.....PN, BUP, CN
Transcription Service.....Lang-Worth, World, Associated
Representative.....Young, Natl. Bcst. Sales
Membership.....BBM, CAB
Pres., Gen. Mgr.....J. Art. Dupont
Program Director.....Ron Morrier
Chief Announcer.....Hollis McCurdy
Chief Engineer.....A. K. Taylor

CKAC

MONTREAL—1922—CBS
TRANS-QUEBEC

Frequency: 730 Kc.....Power: 10,000 Watts
Owned-Oper. By.....La Cie. De Publication, La Presse, Ltée.
Phone Number.....MArquette 3611
Business Address.....St. James St., W.
Studio Address.....980 Stes. Catherine St., W.
Transmitter Location.....St. Hyacinthe
Air Time.....Unlimited
News Service.....BUP, CP, PN, Transradio
Transcription Service.....Associated, France, Lang-Worth, World
Representative.....Young, Wright
Membership.....CAB, BMB, BMI
Pres., Gen. Mgr.....Sen. P. R. Du Tremblay
Station Mgr.....Phil Lalonde
Assistant Manager.....Roy Malovin
Commercial Manager.....Georges Bourassa
Sales Prom. Manager.....Robert Jouglet
Program Director.....Ferdinand Biondi
Production Director.....Bernard Goulet
Publicity Director.....Marcel Theoret
Chief Announcer.....Louis Belanger
Chief Engineer.....Leonard Spencer

CHNC

NEW CARLISLE—1933—CBC
FRENCH SUPP

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By...Gaspesia Radio Bcstg. Co.
Business-Studio Address.....New Carlisle
Phone Number.....64
Transmitter Location....Barachois de Pasébiac
Air Time.....6:30 a.m.-11 p.m.
Representative.....Hardy, Young
Membership.....BBM, CAB
President.....Dr. Charles E. Dumont
General Mgr.....Dr. Charles Houde
Station-Comm. Manager.....Viateur Bernard
Chief Engineer.....Gordon S. Coleman

CBV

QUEBEC CITY—1934—CBC FRENCH

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business Studio Address.....Palais Montcalm

Phone Number 5-8155
Transmitter Location .....Charlesbourg
Air Time.....7:30 a.m.-M.
News Service.....CP, BUP
General Manager.....A. Frigon
Station Manager.....Guy Dumais
Comm. Mgr. (French Net)...Maurice Valiquette
Prog. Dir. (French Net).....Marcel Ouimet
Chief Engineer.....Gordon W. Olive

CHRC

QUEBEC CITY—1936
TRANS-QUEBEC

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHRC, Limitée
Business-Studio Address.....39 St. Jean
Address.....39 St. Jean
Phone Number 2-8177
Transmitter Location.....Route Deneule St.
Air Time .....Unlimited
News Service.....BUP, CP
Transcription Service..Lang-Worth, Thesaurus
Representative .....Young, Hardy
Membership .....CAB, FMA
President .....Herve Baribeau
General Station Manager.....Henri Lepage
Commercial Manager.....Aurele Pellitier
Program Director.....Magella Alain
Chief Announcer.....Roger Lebel
Program Manager.....Jean Bender
Chief Engineer.....Arsene Nadeau

CJNT

QUEBEC—1949
CBC TRANS-CANADA SUPP

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Goodwill Bcstg. Co.
Address.....405 Blvd. Hamel
Air Time .....Unlimited
Transcription Service .....SESAC
General Manager.....J. N. Thivierge

CKCV

QUEBEC CITY—1924
CBC DOMINION SUPP

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....CKCV, Ltd.
Business-Studio Address.....142 St. John St.
Phone Number 2-1585
Transmitter Location...St. Louis Rd., Ste. Foye
Air Time.....7 a.m.-1 a.m.
News Service .....PN
Transcription Service.....World, UTS
Representative .....Renaud, Weed
Membership .....CAB, BBM
President .....Gaston Pratte
General-Station Co.. Mgr.....Paul Lepage
Sales Promotion Manager..Marie Paul Vachon
Pgm. Prod. Dir., Chf. Ann.....Marcel Leboeuf
Publicity Director.....Jean Bender
Musical Director.....Roger Lechance
Chief Engineer.....Albert DuBerger

CJBR

RIMOUSKI—1937
CBC FRENCH SUPP

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By....The Central Public Service Corp., Ltd.
Address.....39 St. John St.
Phone Number 396
Transmitter Location.....Notre-Dame du Sacre Coeur
Air Time .....Unlimited
News Service .....PN
Transcription Service.....United, Standard
Representative .....Stovin, Young
Membership .....BBM
President.....J. A. Brillant
Manager .....Guy Caron
Commercial Manager.....Andre Lecomte
Program Director.....Francois Raymond
Pgm. Dir., Prom. Mgr.....Guy Ross
Chief Engineer.....F. C. Daok

CJFP

RIVIERE-DU-LOUP—1947
CBC FRENCH SUPP

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Temiscouata Ltée.
Business Address.....203 Lafontaine St.
Phone Number 536
News Service .....TP
Representative .....Renaud, Young
Asst. Manager.....Bertran Polvin
Comm. Manager.....Henri Legueux
Prom. Mgrs...Henri Boudeaux, Yves Marchand
Chief Engineer.....Raymond Lavoie

CHRL

ROBERVAL—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Roberval Inc.
Address.....Hotel Maison Blanche
Air Time .....Unlimited
News Service .....PN
Representative .....Renaud
President .....Fernand Levesque
General Manager.....L. Morin

CKRN

ROUYN—1939—CBC FRENCH SUPP

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Northern Radio, Inc.
Bus.-Studio Address.....Reilly Block Bldg.
Transmitter Location .....Rouyn
Air Time .....Unlimited

News Service .....PN
Transcription Service.....Associated, World
Representative .....Renaud
President, General Manager...David A. Gourd
Program Director.....Maurice Dobois
Chief Engineer.....George H. Pope

CHGB

STE. ANNE DE LA POCATIERE—1949
CBC FRENCH SUPP

Frequency: 570 Kc.....Power: 1000 Watts
Owned-Operated By....G. Thomas Desjardins
Business Address.....Main St.

CHLT

SHERBROOKE—1937
CBC FRENCH SUPP

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By.....La Tribune, Ltd.
Business-Studio Address.....3 Marquette St.
Phone Number 2071
Transmitter Location...King St., E. Sherbrooke
Air Time.....6 a.m.-M.
Transcription Service..World, UTS, Thesaurus
Representative .....Young, Hardy
President.....Hon. Jacob Nicol
General Manager.....A. Gauthier
Program Director.....J. L. Gauthier
Commercial Manager.....Jean Tremblay
Chief Announcer.....J. P. Lassonde
Chief Engineer.....Romeo Paquette

CKTS

SHERBROOKE—1945
CBC DOMINION

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Sherbrooke Telegram
Business-Studio Address.....3 Marquette St.
Phone Number 971
Transmitter Location...King St., E. Sherbrooke
Air Time .....Unlimited
Transcription Service.....Thesaurus, World
Representative .....Young, Hardy
President.....Hon. J. Nicol
General Manager.....A. Gauthier
Prog.-Pub. Director.....J. L. Gauthier
Commercial Manager.....Jean Tremblay
Chief Announcer.....Joseph Walters
Chief Engineer.....Y. Fortier

CJSO

SOREL—1945—FRA

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Richelieu, Ltd.
Business Studio Address.....72 Rue Du Roi
Phone Number 3318
Transmitter Location.....National Hway.
Air Time..... 7a.m.-11 p.m.
News Service .....PN
Representative .....Renaud
President.....J. Arthur Villeneuve
General Manager.....Henri Olivier
Station Manager.....Maurice Boulianne
Program Director.....Wilfrid Mondoux
Chief Announcer.....Jean Riendeau
Chief Engineer.....Joseph Cardin

CHLN

THREE—RIVERS—1937

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Le Nouvelliste, Lté.
Bus.-Studio Address....Chateau de Blois Hotel
Phone Number 4500
Transmitter Location.....Montreal Hway.
Air Time .....Unlimited
News Service .....PN
Transcription Service.....World, UTS
Representative .....Hardy, Young
Membership .....CAB, BBM
Station Manager.....Léon Trépanier

CKVD

VAL D'OR—1939—CBC FRENCH SUPP

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By.....Northern Radio, Inc.
Address.....Reilly Block, Rouyn
Phone Number.....TA 7245
Transmitter Location.....Val d'Or
Air Time .....Unlimited
Representative .....Renaud, Weed
Membership .....CAB
President.....David A. Gourd
Station Manager.....Louis Hiller

CKVL

VERDUN—1946

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....J. Teitolman
Business Studio Address.....211 Gordon Ave.
Phone Number.....Trenmore 2525
Transmitter Location.....Laprairie, Que.
Air Time .....Unlimited
News Service.....PN, BUP
Transcription Service.....Lang-Worth, United
Representative .....Stovin, Cooke
President, General Manager...Jack Tietolman
Station Manager.....Corey Thomson
Commercial Manager.....Judah Tietolman
Sales Promotion Manager.....A. R. Wilson
Program Director...Omer Duranceau (French), Hal Stubbs (English)
Production Director.....Marcel Provost
Publicity Director.....Arthur Lefebvre
Chief Announcer.....Gilles Pellerin
Musical Director.....Billy Munroe
Chief Engineer.....J. C. Charlebois
Farm Editor.....Jean Bertrand

—SASKATCHEWAN—

CHAB

MOOSE JAW—1935
CBC DOMINION

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHAB, Ltd.
Bus.-Studio Address.....Grant Hall Hotel
Phone Number 3282
Transmitter Location .....Boharm
Air Time .....Unlimited
News Service .....PN
Transcription Service.....Lang-Worth, Cole
Representative .....Stovin, Weed
President.....J. E. Slaight
General Manager.....J. S. Boyling
Commercial Manager.....Lloyd Crittendon
Promotion Manager.....Bernice Ward
Production Director.....Jim Purvis
Program Director.....Jim Cloak
Chief Engineer.....M. Pickford

CJNB

NORTH BATTLEFORD—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.Northwestern Bcstg. Co., Ltd.
Business Address.....Box 38
Phone Number 2373
Studio Address.....66 E. 1st Ave.
Transmitter Location .....Riverview
Air Time .....Unlimited
News Service .....World
Transcription Service.....World, United
Representative .....Stovin
Membership .....CAB, BPM
General, Station Manager.Hume A. Lethbridge
Commercial, Sales Prom. Mgr...William Brown
Prod. Dir., Chief Engineer.....A. C. Nichol

CKBI

PRINCE ALBERT—1927
CBC DOMINION

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By.....Central Bcstg. Co., Ltd.
Bus.-Studio Address.....Sanderson Block
Phone Number 2621
Transmitter Location...7 Mi. S. of Prince Albert
Air Time .....Unlimited
News Service .....PN
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
Membership .....CAB, BBM
Station Manager.....E. A. Rawlinson
Comm.-Sales Prom. Mgr.....Gerald Prest
Program Director.....J. J. Cennon
Chief Engineer.....Tom Van Nes

CKCK

REGINA—1922
CBC TRANS-CANADA SUPP

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Leader-Post, Ltd.
Bus.-Studio Address.....Leader-Post Bldg.
Phone Number 8525
Transmitter Location .....Rowatt
Air Time .....Unlimited
News Service.....BUP, PN
Transcription Service .....World
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President.....Victor M. Sifton
General Manager.....Harold A. Crittenden
Commercial Manager.....Gil Seabrook
Sales Prom. Manager.....Maxine Vance
Prod. Director.....D. R. Dawson
Chief Engineer.....E. A. Strong

CKRM

REGINA—1926—CBC DOMINION

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper By .....Trans-Canada Communications, Ltd.
Bus.-Studio Address.....Fidelity Life Bldg.
Phone Number 7631
Transmitter Location .....Rowatt
Air Time .....Unlimited
News Service.....CP, BUP
Transcription Service .....Lang-Worth
Representative .....All-Canada, Weed
Membership .....CAB, BBM
Station Manager.....N. Botteril
Commercial Manager.....Don Oakes
Pub. Dir., Sales Prom. Mgr.....F. Laight
Program Director.....W. L. Walker
Chief Engineer.....William MacDonald

CFQC

SASKATOON—1923
CBC—DOMINION

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By....A. A. Murphy & Sons, Ltd.
Bus.-Studio Address.....216 1st Ave., N.
Phone Number 7917
Transmitter Location....3 Mi. W. of Saskatoon, Hway. No. 11
Air Time .....Unlimited
News Service.....BUP, PN
Transcription.....Standard, Lang-Worth, Cole
Representative.....Radio Reps., Young
President.....A. A. Murphy
Station Manager.....Vernon Dallin
Commercial Manager.....Blair Nelson
Program Director.....Wilfred Gilbey
Publicity Director.....Stella Sprovell
Chief Engineer.....Lyn Hoskins

C B K

WATROUS—1939
CBC TRANS-CANADA

Frequency: 540 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address...300 Manitoba Telephone Bldg.
Phone Number 922-191
Transmitter Location .....Watrous
Air Time .....Unlimited
News Service.....PN, BUP, Reuters
Representative .....CBC
President (CBC).....Dr. Augustin Frigon
Station Manager.....J. N. Mogridge
Commercial Manager (CBC).....E. A. Weir
Promotion Manager.....C. E. L'Ami
Chief Engineer.....R. D. Cahoon

C J G X

YORKTON—1927—CBC DOMINION

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yorkton Bcstg. Co., Ltd.
Bus.-Studio Address.....Smith-McKay Bldg.
Phone Number 324
Transmitter Location.....½ Mi. E. of Yorkton on Hway. No. 10
Air Time .....Unlimited
News Service .....CP
Transcription Service .....World
Representative .....Stovin, Young
Membership .....CAB, BBM
President .....Dawson Richardson
General, Station Manager.....K. S. Parton
Commercial Manager.....E. S. English
Sales Promotion Manager.....Nora Campbell
Program, Production Director.....Bill Liska
Chief Engineer.....Arthur Mills

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Secretary .....Anne M. Johnson
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Story Editor.....Steven Vas
Dir. of Musical Films....Leopold Hainisch
Secy. of Co.....Irwin Belenken
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President .....Herman Younglieb
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Associate Producer .....Jean Gendon
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CHARLES RUSSHON
HARRIET SNELLING
KAY TILLMAN
ERNEST WALKER

745 Fifth Avenue
New York, New York
PLaza 9-1120

HOLLYWOOD VICE PRESIDENTS

MARVIN BECK
JOAN BROKAW
GAYLORD CARTER
RENZO CESANA
DANA CLARK
ROBERT CLARKE
IVAN DITMARS
RUTH DOLIN
STEVE ENGLE
JACK McELROY
J. G. MOSER
WAYNE REEVES
ROBERTA ROBERTS
IRWIN TRUST

6331 Hollywood Boulevard
Hollywood, California
HIllside 0188

ASSOCIATED BROADCAST ADVERTISING CO.

430 S. Western Ave., Los Angeles 5, Calif.
Phone: DUnkirk 8-2972

Partner, Advg. Mgr. & Publicity Dir.....Irwin T. Porter
Partner, Program Mgr. & Dir. Research Dept.....Gertrude T. Porter
Script Dept.....Jean Norab

Services Offered: Scripts created, for any business, ranging from miniature 5-minute programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

ASSOCIATED PROGRAM SERVICE (Division of Muzak Corp.)

151 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-7710

Vice-Pres. & Gen. Mgr.....Richard S. Testut
Vice-Pres. Chg. Station Relations.B. C. Lown
Vice-Pres. Chg. Recording.....A. M. Wiswel
Commercial Mgr.....Clifford E. Greenland
Director of Programming....James W. Lucas
Program & Promotion Mgr....Leslie F. Biebl

Services Offered: Transcribed radio library of music and special production aids. Integrated commercial script service for local sponsorship. Program merchandising service. Special transcribed music and production libraries for TV programming and for radio workshops of schools and colleges.

ANN BARBINEL

54 Riverside Dr., New York 24, N. Y.
Phone: ENdicott 2-4351

President .....Ann Barbinel

Services Offered: Creating - producing - directing custom built package shows for radio and TV.

JACK BARRY PRODUCTIONS, INC.

104 E. 40 St., New York, N. Y.
Phone: MUrray Hill 9-6199

President .....Jack Barry
Vice-President .....Dan Ehrenreich
Associate Producer.....Ann Lawton
Head Writer.....Mike Oppenheimer

Services Offered: Creation, Production and direction of radio and TV shows. Currently producing "Juvenile Jury" on Mutual for General Foods, "The Joe Dimaggio Show" on CBS for M & M Candies—Soon to be simulcasting "Life Begins at 80."

BASCH RADIO & TELEVISION PRODUCTIONS

17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-8877

Sales Manager.....Charles J. Basch, Jr.

Services Offered: Complete program building service; Ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; TV programs and commercial spots, live and film.

BASS & CO., INC.

50 Broad St., New York 4, N. Y.
Phone: WHitehall 3-0580

President .....Sydney Bass
Vice-President.....David J. Gallagher
Secretary-Treasurer.....Milton Bass

Services Offered: Foreign and domestic market research and analysis, industrial equipment marketing, advertising placement, advertising copy layout, studies on organizational problems and procedures, radio productions, industrial motion pictures and slide films.

ZACH BAYM FILMS

13 E. 37 St., New York 16, N. Y.
Phone: MUrray Hill 9-4175

Director .....Zach Baym

Services Offered: Large 16mm. film library available to TV stations and advertisers. 20 Westerns, 12 musical dramas, 12 musical fillers, 28 animated cartoons, 112 documentary and travel shorts. Catalogue sent upon request.

IRENE BEASLEY RADIO PRODUCTION SERVICE

501 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-8940

Owner.....Irene Beasley
Head of Sales.....Victor Sack
Manager Prizes .....Andrew Hirsch
Supervisor Display .....Mary H. Lincoln
Supervisor Mail .....Rita Burke

Services Offered: Program production; live radio and TV shows and spot campaigns.

BECK STUDIOS, INC.

Lyceum Theatre, Minneapolis 3, Minn.
Phone: LI 4708

Executive Director.....Joseph H. Beck
Technical Supervisor.....William E. Cage
Sales Promotion.....Mel Jass

Services Offered: TV package program service. Live productions and films, features and commercials. Full studio and camera facilities, staff of nine TV-experienced program directors and seven TV engineers. Prior TV rights to Lyceum Theater, Upper Midwest's leading legit playhouse.

V. S. BECKER PRODUCTIONS

562 Fifth Ave., New York 19, N. Y.
Phone: LUxemburg 2-1040

Owner.....Viola S. Becker

Services Offered: Production of package shows and spots for Radio, Television pro-

THE SOUVAINE COMPANY



Leading producers and distributors

of

Television and Radio Productions



30 Rockefeller Plaza
CIrcle 7-5666

grams. Representatives of Talent, Writers and original ideas for Radio, Television, Motion Pictures and Sales Promotion.

GEORGE R. BENTEL & ASSOCIATES

6606 Sunset Blvd., Hollywood 28, Calif.
Phone: Granite 8608

President.....George R. Bentel

Services Offered: Radio and TV Packages, Complete Literary Library to Supply both markets. Representing World Famous authors and their works.

WALTER BIDDICK CO.
(Radio Programs Div.)

1151 S. Broadway, Los Angeles 15, Calif.
Phone: RIchmond 6184

Manager .....Guy Riddick
Asst. Mgr.....Mildred Biddick
Traveling Rep.....Burt Zoul

Services Offered: Preparing and recording commercial announcements for your own individual requirements. Selling ½-min. transcribed announcements already prepared for various type businesses. Selling packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

FORD BOND RADIO PRODUCTIONS, INC.

810 RCA Bldg., W., New York 20, N. Y.
Phone: CIrcle 7-2236

President .....Ford Bond

Services Offered: Specializing in open-end transcribed programs. Music Hall of Fame, quarter-hour, big-name musical, 52 shows available; Howard and Shelton, Fun At Breakfast, 5-minutes, 260 shows available. Rod Hendrickson in This Business of Living, 15 minutes, homey philosophy, 52 shows available.

RICHARD BRADLEY ASSOCIATES

540 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-5543

President .....Richard Bradley
Secretary-Treasurer.....B. J. Tunick
Program Exec. & Dir. of Radio Sales .....Natt Hale
Office Manager.....Leo Rabens

Services Offered: General advertising services, specializing in radio advertising, TV accounts, etc.

RUTH & GILBERT BRAUN

36 W. 74th St., New York 23, N. Y.
Phone: SC 4-8896

Program Producer .....Gilbert Braun
Director .....Ruth Braun

Serviced Offered: Package shows, live and transcribed, ideas, scripts, production for radio and TV.

THE BRAY STUDIOS, INC.

(For complete listing see TV Film Producers)

BROADCASTING PROGRAM SERVICE

23 W. 45th St., New York 19, N. Y.
Phone: PLaza 7-3224

President .....Herbert Rosen

Services Offered: Transcription service, musical programs on tape, sound effects records, TV programs on films.

THE CARDINAL COMPANY

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HEmpstead 1177

President .....Jos. F. MacCaughtry
Vice-President .....G. L. MacCaughtry
Secretary-Treasurer .....Joseph T. Scott

Services Offered: Production and sales of Radio and TV programs, live and transcribed.

GARRY J. CARTER OF CANADA LTD.

59 Avenue Rd., Toronto, Canada
Phone: PR. 3505

President.....Garry J. Carter
Asst. to the President.....Bob Howe
Account Executive.....William P. Gent
Production Manager.....Claude Nash
Time Buyer.....Isabel Philip
Copy Chief.....Eva Rogers
Public Relations.....D. Peters

Services Offered: General advertising in all media, creative and art.

THE BRUCE CHAPMAN CO.

145 W. 41 St., New York 18, N. Y.
Phone: WIsconsin 7-9244

President .....Bruce Chapman
Vice-Pres. & Treasurer.....Edna Chapman
Sales Manager.....Quentin Gulliver
Program Manager.....Dan Morley
Editor .....Fletcher Coates
Asst. Editor.....Edythe Roberts
Research Director.....Mary Hutcheson
Office Manager.....Anna Levy
Boston Representative.....Charles Forrester
Chicago Representative.....Dell Crosby
Hollywood Representative.Joseph Mansfield
Rochester Representative...Lansing Hatfield

Services Offered: Program production and package shows.

MARY D. CHASE PRODUCTIONS

25 W. 45th St., New York 19, N. Y.
Phone: LUx 2-1700

Program Producer .....Mary D. Chase

Services Offered: Program producer services offered, package shows (live, transcribed, filmed) ideas, scripts, production for Radio and TV.

These Outstanding Shows Produced by
MORTON RADIO PRODUCTIONS
Are Now Available

THIS IS THE STORY . . .

Featuring Ed Prentiss, network star.
Another 260 fifteen minute episodes
. . . making these two series the
largest collection of story material
ever offered.

SO THE STORY GOES . . .

260 fifteen minute episodes
The greatest story telling series in
the history of radio

JOE EMERSON'S HYMNTIME . . .

Star of "Hymns of all churches"
156 fifteen minute episodes
America's top hymn show

LOUISE MASSEY and the WESTERNERS . . .

Network Stars
156 fifteen minute episodes
Radio's finest western musical
starring Curt Massey

THE HOMETOWNERS . . .

156 fifteen minute episodes
NBC Stars—American Music
JUST COMPLETED

MORTON RADIO PRODUCTIONS, Inc.
360 N. MICHIGAN AVE. CHICAGO 1, ILL.

CHESHIRE & ASSOCIATES

6533 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-4580

General Manager .....Bob Reichenbach
Productions Director ....Harry V. Cheshire

Services Offered: Transcribed program and spot announcement producers and distributors.

EDDIE CHEVIE PRODUCTIONS JACK KURTZE AGENCY, ASSOC.

214 No. Canon Drive., Beverly Hills, Calif.
Phone: CR 45403

President .....Jack Kurtze
Executive Producer .....Eddie Chevie
Asst. Producer .....Banks Murray
Publicity .....Fred Seelig

Services Offered: Specialized service for advertisers and advertising agencies. Radio and TV transcriptions, production, direction, writing. Casting facilities. Outlet 20th Century Writer's Guild. For Radio and TV: "A Million For Penny," starring Barbara Britton. "The Affairs Of Dickie Drake, Girl Detective."

CINEFFECTS, INC.

(For complete listing see TV Film Producers)

LESLIE CLUCAS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hollywood 5111
333 No. Michigan Ave., Chicago 1, Ill.
Phone: Franklin 7100

Owner .....Leslie Clucas

Services Offered: Production of live packaged musical and dramatic shows, which include writing, production, musicians, conductor and arrangements, actors, announcer, and all other talent.

COMMODORE PRODUCTIONS & ARTISTS, INC.

1350 N. Highland Ave., Hollywood 28, Calif.
Phone: Hollywood 9-8229

Pres. & Prod Mgr.....Walter White, Jr.
Vice-Pres.-Secy. & Treasurer.Shirley Thomas
Traffic Mgr.....Eleanor Payne

Services Offered: Create, write & produce "live" and "transcribed" radio programs . . . also TV programs, selling direct to stations and advertising agencies. Producers of "Hopalong Cassidy," "Down Our Way," "Strollin' Tom." 'Glamour Girl" for TV. "The Clyde Beatty Show" available "live" early in 1950. Also contract to write & produce shows for agencies.

COMMONWEALTH FILM & TELEVISION, INC.

(For complete listing see TV Film Producers)

JACK L. COOPER RADIO ADVERTISING SERVICE

1335 W. 111th Pl., Chicago 43, Ill.
Phone: Beverly 8-2056

Managing-Director .....Jack L. Cooper
Chief of Staff.....Bob Roberts
Secretary .....Ike Roberts
Sales Manager .....O. James Porter
Program Director .....Gertrude R. Cooper

Services Offered: Musical programs featuring records and live talent. General Advertising.

LOUIS G. COWAN, INC.

485 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-3700

President.....Louis G. Cowan
Vice-President.....Alfred L. Hollender
Treasurer.....J. Kyle Faber
8 S. Michigan Ave., Chicago 3, Ill.
Phone: RAndolph 6-2022
Vice-Pres-in-Charge .....John Lewellen
Vice-Pres.-in-Chge. Sta. Rel....R. D. Michels

Services Offered: AM-TV-Production-Network Programs (Package); Production-Transcription Programs; Program Consultants.

DAMON RECORDING STUDIOS, INC.

1221 Baltimore Ave., Kansas City 6, Mo.
Phone: VIctor 2585

President & Treasurer.....Vic Damon
Vice-President .....Alice Damon
Secretary.....Harry A. Morris
Engineer .....Roger Webb

Services Offered: All types of radio transcribing and phonograph recording. Exceptional production talent and sound effect facilities for radio shows and spots.

FREDERIC DAMRAU, M. D.

247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-3638

Director.....Frederic Damrau, M. D.
AFRA Associate.....Adeline Maneery
Script Editor.....Eloise Liddon Soper
Business Manager.....Mary L. Davis

Services Offered: Educational and dramatized programs relating to health.

GORDON M. DAY PRODUCTIONS

108 E. 30 St., New York 16, N. Y.
Phone: OREgon 9-3595

Producer, Writer, Composer.Gordon M. Day
Producer-Director .....Carol Bulkley
Script Editor.....Luise Johnson

Services Offered: Package programs, radio department service to advertising agencies, creating and producing custom-built musical jingles and spots of all kinds for radio and TV.

Through

Jack L. Cooper Presentations

YOU

Reach 600,000 Colored Chicagoans

— A City Within A City —

WE OPERATE THROUGH 3 CHICAGO STATIONS

WSBC WHFC WEDC

OFFERING A COMPLETE STAFF OF WRITERS,
PRODUCERS AND ANNOUNCERS

27 Years in the Field

JACK L. COOPER PRESENTATIONS

1331 TO 1335 W. 111TH PLACE, CHICAGO BEVERLY 8-2056

ROY DE GROOT CONSULTANTS, INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-9135

President.....Roy de Groot
Vice-President .....Katherine Hynes
Chief, TV Dept.....L. B. Pitkin
Chief, Music Dept.....I. Rabinowitz
Chief, Art Dept.....Axel Horn

Services Offered: Consultants in Public Relations through radio, TV and motion pictures.

JERRY DEVINE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HU 2-1228

Owner .....Jerry Devine
Casting Director.....Peg Pillion

Services Offered: Packaged radio programs.

THE DOCUMENTARY COMPANY

1260 N. Dearborn P'kway, Chicago 10, Ill.
Phone: WHitehall 4-5620

President .....Ben Park
Executive Producer.....Don Herbert

Services Offered: Radio and TV productions in documentary field. Radio programs are tape-recorded real life. TV programs are filmed and live. Packages available. Exclusive management, W. Biggie Levin, Inc.

DOMINION BROADCASTING CO.

4 Albert St., Toronto, Ont., Canada
Phone: ADelaide 3383

General Manager.....Hal B. Williams

Services Offered: Program Production, Air and Line checks, script-writing, ideas, talent on live and transcribed programs, spot announcements, custom and syndicated recordings, complete recording and transcription plant.

HARRY S. DUBE

1270 Sixth Ave., New York 20, N. Y.
Phone: COlumbus 5-7035

Owner.....Harry S. Dube
Manager .....J. Knight

Services Offered: Live Talent, package shows and transcriptions.

DYNAMIC FILMS INC.

112 W. 89 St., New York 24, N. Y.
Phone: SChuyler 4-3654

President .....Henry Morley
Treasurer .....Nathan Zucker
Program Director.....Rita Slater

Services Offered: Film producer—open end films and commercials made specifically for TV; amusement and dramatic shorts; educational and industrial shorts; marionette shorts; spot news and special event coverage; video transcriptions; complete sound recording and sound stage facilities; film consultants.

ED EAST CREATIVE RECORDED SPOTS

311 S. Arden Blvd., Los Angeles 5, Calif.
Phone: York 7617

Owner .....Ed East
Owner .....Polly M. East

Services Offered: Tailored jingles and spots for local, regional and national advertisers. Specialize in tailored spots only.

W. M. ELLSWORTH

75 E. Wacker Drive, Chicago 1, Ill.
Phone: CEntral 6-0942

Owner.....W. M. Ellsworth

Services Offered: Talent, programs, production.

EMPIRE BROADCASTING CORP.

420 Lexington Ave., New York 17, N. Y.

President-Treasurer.....Helen D. Kellcher
Vice-President.....Fred de Jaager
Vice-President .....Arthur Lubo
Secretary .....John H. Dwyer

Services Offered: All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.

BERNARD ESTES, INC.

1270 Sixth Ave., New York 20, N. Y.
Phone: CIrcle 7-2085

President .....Bernard Estes
Secretary-Treasurer .....Hazel Estes

Services Offered: Live and transcribed package shows produced. Specializing in news and feature programs designed for public relations impact. AM, FM, Video and Shortwave to and from the U. S., Latin America and Europe.

JERRY FAIRBANKS PRODUCTIONS

6052 Sunset Blvd., Hollywood 28, Calif.
Phone: HUdson 2-1101

Executive Producer.....Jerry Fairbanks
Manager, New York Office.Robert Lawrence
Manager, Chicago Office.....B. N. Darling
West Coast Sales Manager.....Nat Winecoff
Production Manager.....Glenn Miller
Scenario Dept. Dir.....Lou Lilly
Music Dept. Dir.....Eddie Paul
Sound Dept. Dir.....Lawrence Aicholtz
Publicity Dir.....Reavis Winckler
Animation Dept. Dir.....Manny Gould
Art Director.....Oscar Yerg
Editing Dept. Dir.....Art Seid
Camera Research Dept.....Ray Lindsay
Accounting Dept. Dir.....Kenneth Rossall

Services Offered: Complete "major studio" facilities for the production of motion pictures for TV, commercials films and theatrical movies; specializing in the filming of TV shows at prices sponsors can afford, including filming of "live" shows at comparable costs to kinescopes.

WANT DISTRIBUTION HELP IN THE WORLD'S LARGEST MARKET?

The Bories Organization

(American Institute of Food Products)

gives you Radio and TV advertising with MERCHANDISING ACTION!

Three great ways to reach the homemaker:

"DEAN CAMERON"
WOR 4:30-5 P.M.
Monday - Friday

"PRINCE CHARMING"
WMGM 12:30-1 P.M.
Monday - Friday

"MARKET MELODIES"
WJZ-TV (Afternoons)
Wednesday to Saturday

For Details call
BOB BORIES
BORIES ORGANIZATION INC.
MUrray Hill 8-4900
509 Madison Avenue
New York 22, New York

Read What Radio Daily's Sid White Says:

"Talk of Radio Row is the phenomenal growth of the Bories Organization in recent months using 'Radio and TV Advertising with Merchandising Action' as a slogan. The indie production agency developed three of the choicest sponsor buys in the local daytime field on radio and television—the Prince Charming show on WMGM—the Dean Cameron stanza on WOR—and 'Market Melodies' via ABC-TV."

FEATURE PRODUCTIONS

228 N. LaSalle, Chicago 1, Ill.
Phone: STate 2-3156

Managing Director .....Chuck Acree
Production Director ...Georgene O'Donnell

Services Offered: Packagers and producers specializing in audience participation, human interest and commentary shows for radio and TV and the production of spots and shorts for TV, instruction and sales campaigns.

MILDRED FENTON PRODUCTIONS

40 E. 49 St., New York 17, N. Y.
Phone: PLaza 9-8266

Owner .....Mildred Fenton
Show Sales & Talent Rep.....Kay Roberts
Producer .....Russ Ambruster

Services Offered: Radio and TV package producer. Also functions as radio and TV counsel for ad agencies.

FILMS ASSOCIATES, INC.

440 E. Schantz Ave., Dayton 9, O.
Phone: WAlnut 2164

President-Treasurer....E. Raymond Arn, Jr.
Vice-President.....Mildred G. Arn
Secretary.....Clement V. Jacobs
Chief Engineer.....Robert Duke

Services Offered: Producers of TV "Teleskits" packaged complete fill in shorts of vaudeville character. Advertising trailers, newsreels. Complete facilities for TV film productions. Slides for TV, station breaks, electrical transcription facilities, NAB curve.

FISHER PRODUCTIONS

1501 Broadway, New York, N. Y.
Phones: PEnna 6-9557-9558, BRy 9-7122

Owner .....Maggy Fisher
Production Assistant..Margaret Rice Cooper
Office Manager.....Antoinette Bliss

Services Offered: Packaging, writing, directing TV and radio shows.

EDWARD H. FORD

156 W. 44 St., New York 18, N. Y.
Phone: LUxemburg 2-5188

Owner....."Senator" Edward H. Ford
General Manager.....E. J. Weber
Office Staff.....Betty North, Kay Aulbach

Services Offered: "Can You Top This?"

ALLEN A. FUNT RADIO PRODUCTIONS

100 Central Park South, Room 11-C,
New York 19, N. Y.
Phone: JUdson 6-5227

President.....Allen A. Funt
Production Manager.....John Babb
Cameraman .....Arthur Florman
Camera Assistant.....William Horgan
Sound Technicians.....Russell Harknett, Bill deDufour
Editorial.....Raymond Hall, Joseph Taylor
Location Manager.....Chan Buck
Secretary .....Barbara George
Bookkeeper .....Susie Lampman

Services Offered: Network, live, transcribed and syndicated programs.

GAINSBOROUGH ASSOCIATES

234 W. 44 St., New York 18, N. Y.
Phone: CHickering 4-0626-0627

Radio Director....s.....Mitchell Jablon
Director of TV and Films.Nathan M. Rudich
Mgr. of Sales Operation.....Martin Seligson
Talent Supervisor....Arlene Shelley Gaines
Production Manager.....Jay Barrett

Services Offered: Production of radio and TV package shows, produce and distribute films for TV, radio and tele publicity for fund-raising organizations, publicity and public relations consultants to advertising agencies, AM, FM, and TV stations and commercial organizations; publicity and radio-TV management for talent.

HAROLD GINGRICH ASSOCIATES

4940 Winthrop Ave., Chicago 40, Ill.
Phone: LOngbeach 1-9333

Program Director .....Harold R. Gingrich
Sales Director .....Stuart V. Dawson
Music Director .....Jack B. Wonnell

Services Offered: Live shows, telephone quiz and audience participation, for Radio and TV. Transcriptions.

GENERAL ARTISTS CORP.

1270 Sixth Ave., New York 20, N. Y.
Phone: CIrcle 7-7543

President .....Thomas G. Rockwell
Chge. Radio-...TV Dept...John J. Mulvihill
Radio-TV Dept.....George Burke
Radio-TV Dept.....Nino Bruno

Services Offered: Program production, package shows, artists' representatives.

GENERAL ENTERTAINMENT CORP.

17 W. 60th St., New York 23, N. Y.
Phone: JUdson 2-5179

President & Treasurer....Howard G. Barnes
V.-P. & Secretary.....A. Edward Masters
General Manager .....Hugh Brooks
Executive Assistant .....Eleanor Block

Services Offered: Producers and distributors open-end transcriptions, custom-tailored transcriptions and live programs, spot announcements and jingles, recorded and live. Also TV and film programs.

GENERAL TELEVISION ENTERPRISES, INC.

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: CL 4146

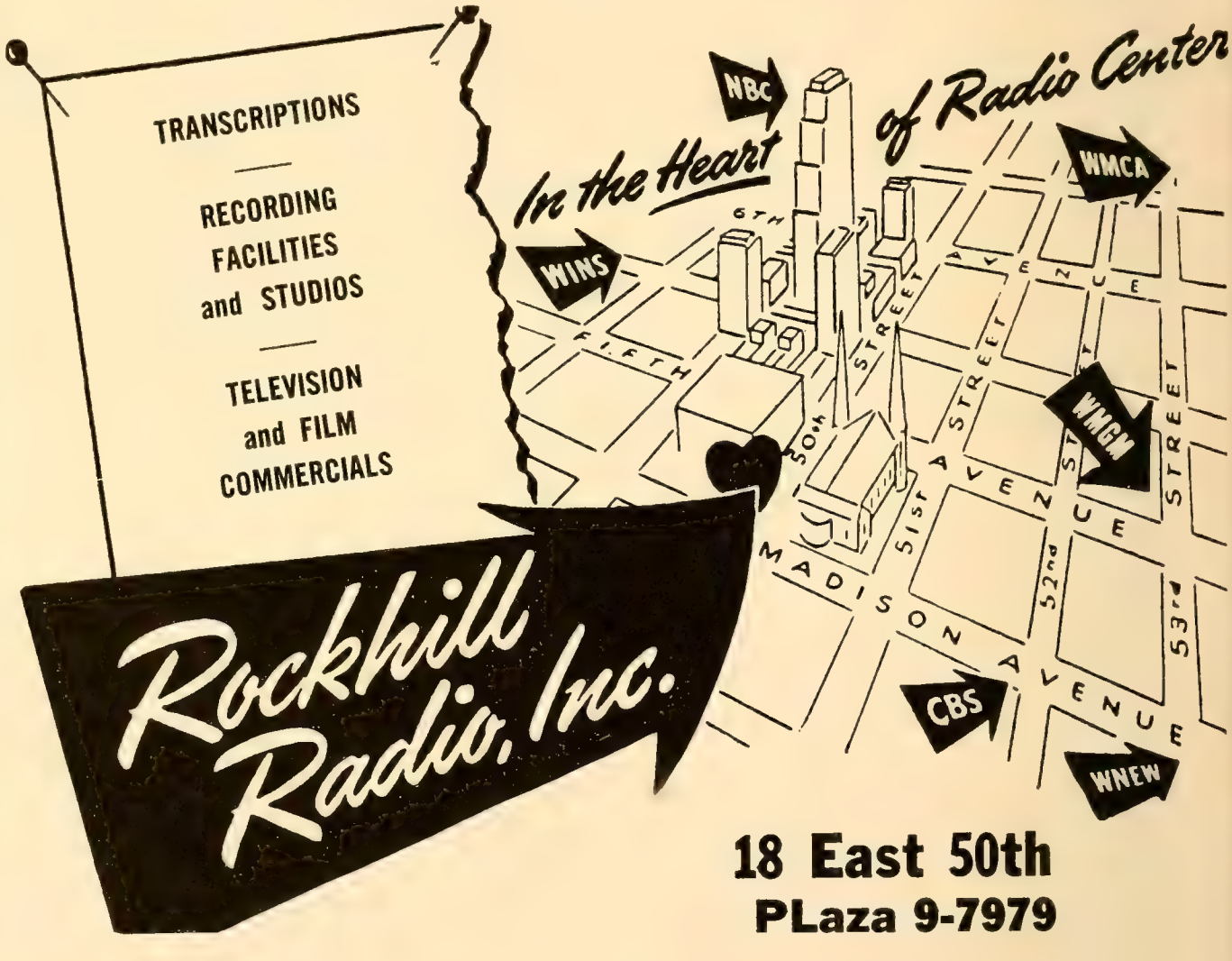
President & Treasurer.....Gordon W. Leroy

Stanley J. Wolf

PRODUCTIONS

COMPLETE RADIO AND TELEVISION PACKAGES

★ ★ ★



18 East 50th
PLaza 9-7979

Vice-President.....David J. Sachs
Secretary.....A. Albert Spar
Services Offered: Distribution and packaging of motion pictures produced especially for TV. Plan involves sale of successive rights to a series, or if desired outright to any individual sponsor. Programs prepared for request of any particular sponsor, or for general spot sales distribution.

JOHN E. GIBBS & CO., INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-7504

President .....John Gibbs
Assistant .....Francis Head
Services Offered: Radio and TV production. Talent representation.

GRACE GIBSON RADIO PRODUCTIONS

6700 Sunset Blvd., Hollywood 28, Calif.
Phone: GRanite 5543

Manager .....Peggy Wood
Business Manager.....Bertha Watt
Services Offered: Production and distribution of open-end transcribed radio shows, specializing in documentaries.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53 St., New York 22, N. Y.
Phone: PLaza 5-6131

President-Gen. Mgr.....Harry S. Goodman
Vice-Pres.-Charge Sales.Everett F. Goodman
Vice-Pres-Charge TV....Daniel R. Goodman
Secretary.....H. D. Knuth
Services Offered: Producer of syndicated transcribed shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

GREEN ASSOCIATES

360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-5593

Vice-President.....Lewis G. Green
Services Offered: Production, transcriptions, TV shows.

JOHN GUEDEL RADIO PRODUCTIONS

1680 N. Vine St., Hollywood 28, Calif.
Phone: HEmpstead 5186

Office Manager.....Edwin I. Mills
Accountant .....Helen Whitwere
Children Supervisor.....Bessie Blouin
Script Girls.....Gene Rountree, People Are Funny; Dorothy Nye, Groucho Marx; Eleanor Rowland, House Party
Writers .....Walter Guedel, Edwin I. Mills, Jack Stanley, Bernie Smith, Bob Dwan, Hy Freedman, Ed Tyler
Services Offered: Producers of network package radio programs.

LESS HAFNER & CO.

(For complete listing see TV Film Producers)

LAURENCE HAMMOND PRODUCTIONS, INC.

45 E. 45 St., New York 22, N. Y.
Phone: PLaza 9-2210

President .....Laurence Hammond
Casting Director.....Michael Carr
Script Editor.....Edward Barry Roberts
Script Writer.....Turnley Walker
Musical Consultant.....Lloyd Shaffer
Musical Arranger.....Cornel Tanassy
Accountant .....Lou Goldenberg
Public Relations Counsel.Millard C. Faught
Services Offered: Packaging radio and TV programs, live, transcribed and filmed. Producing motion pictures for TV. Scripting, directing services available for radio and TV. Public relations counsel.

SUE HASTINGS MARIONETTES, INC.

112 W. 89 St., New York 24, N. Y.
Phone: EN 2-2602

President .....Linnea Roberts
Program Director.....Donald B. Somers
Services Offered: Marionette productions for children and adults especially adapted for TV (live or film). Custom-built shows with original scripts and music. Special puppets made for commercials. Repertory of two thousand marionettes.

GEORGE HEID PRODUCTIONS

1005 Century Bldg., Pittsburgh 22, Pa.
Phone: GR 1-3696

President .....George H. Heid
Recording Engineer .....R. Oliver Young
Musical Director .....Max Adkins
Services Offered: Radio programs, continuity writing, recorded sales talks, recording, electrical transcriptions, complete slide film production, script and sound for mechanical displays, industrial motion pictures, TV programs and announcements—live or film.

ARTHUR HENLEY PRODUCTIONS

88-04 63 Dr., Forest Hills, N. Y.
Phone: ILlinois 9-6729

Writer-Producer .....Arthur Henley
Executive Secretary.....Janet Radskin
Services Offered: Creators of radio and TV programs, also distinctive commercials. Original ideas and writing quality stressed. Additional services: program consultation and supervision.

radio production

WOLF ASSOCIATES, Inc.

in all its phases

EDWARD WOLF
General Manager

420 MADISON AVE. NEW YORK CITY PLaza 5-7620

DON'T WASTE TIME LOOKING!



For tops in syndicated Radio – Video Programs and Spots

LIVE — TRANSCRIBED — FILM

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue NEW YORK CITY

WILLIAM F. HOLLAND PRODUCTIONS

"Holland House," Auburn Ave. & Taft Rd.,
Cincinnati 19, O.
Phone: University 8080

Pres. & Mgr.....William F. Holland
Executive Vice-Pres.....Earl L. Holland

Services Offered: Complete service. Custom built spots and programs for TV & radio. Transcription recording studios and film production facilities.

WEST HOOKER-FREDERICK PRODUCTIONS CORP.

2 W. 46th St., New York 19, N. Y.
Phone: JUdson 2-3026

President .....West Hooker
V.-P. & Treasurer.....Frederick Klein
Production Manager.....Keith Thomas
Sales Manager.....John Hade
Promotion Manager.....Wayne Wirth

Services Offered: Program producers, consultants and talent management.

HOWARD RADIO-TV PRODUCTIONS

53 W. Jackson Blvd., Chicago 40, Ill.
Phone: WAbash 2-8320

Owner .....Bernard Howard

Services Offered: Handle all creative phases of Radio-TV—ideas, writing, production—including commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

HUBBELL TELEVISION, INC.

315 E. 56th St., New York 22, N. Y.
Phone: PLaza 8-2675

President .....Richard W. Hubbell
V.-P. & Secretary.....Kyra D. Hubbell
Treasurer .....Thomas H. Josten
Board Chairman .....Edwin M. Martin

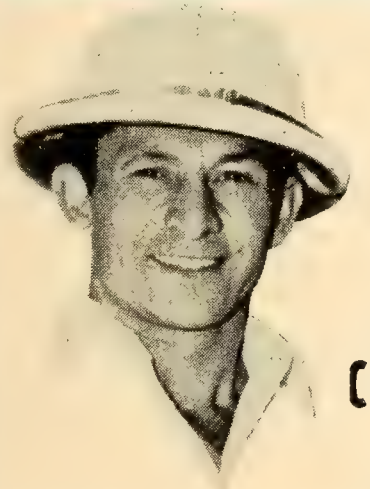
Services Offered: Production and distribution of TV films, produced abroad and in the U. S. A.

TED HUDES RADIO PRODUCTIONS

17 E. 42 St., New York, N. Y.
Phone: MUrray Hill 2-0276

Owner .....Ted Hudes

Services Offered: Transcribed Radio Programs for National Organizations. Produce live and transcribed public service and public affairs package shows; distribution over 900 stations from coast to coast, produce TV feature films educational and institutional. Handle radio and Video accounts for commercial and non-commercial set-ups.



Our newest triumph!
"THE CLYDE BEATTY SHOW" . . . with the circus itself as background . . . now sponsored in the Western States by Dr. Ross Dog Food . . . available for other regional deals or t.c. The world's greatest wild animal trainer comes to radio in a live 30-minute series of danger, excitement . . . harrowing escapes from the claws and fangs of ferocious jungle beasts.

CLYDE BEATTY★★
HOPALONG CASSIDY



America's top favorite!
"HOPALONG CASSIDY" starring William Boyd, is riding range on the Mutual Network. This courageous cowboy is mighty proud of his sponsor, General Foods, and we of Commodore are proud of the way America has gone **all out** for "Hopalong"!

Commodore Productions and Artists, Inc.
Walter White, Jr., Pres.—Shirley Thomas, Vice-Pres. 1350 N. HIGHLAND AVE., HOLLYWOOD 28, CALIF.

CREATORS AND PRODUCERS
OF TELEVISION AND RADIO
PROGRAMS FOR NETWORKS
AND COMMERCIAL ADVERTISERS

WILBUR STARK-JERRY LAYTON, Inc.

PROGRAM PRODUCTIONS

551 FIFTH AVENUE, NEW YORK, N. Y.

Exclusive Management

Kathi Norris
Russ Hodges
Roscoe Karns
Gordon Dilworth
Red Benson
Jack Eigen
Sheldon Stark

THE NEW LISTEN

GORDON M. DAY RADIO & TV JINGLES MAKE CASH REGISTERS JINGLE

Day Jingles Do Not Irritate

Selling without antagonizing — that's "The New Listen" in radio commercials. Gordon M. Day *New Listen* jingles contain the just-right blend of entertainment and sell. That's why they pay off at the cash register.

TV Music Fits The Pictures

Blending sight with sound—that's "The New Listen" in TV spots. Day story boards designed in companionship with Day music lead to homogeneous, effective video advertisements.

New Listen Sell-Ability Proved

Results from nearly 100 dramatized and musical Day spot campaigns prove *The New Listen's* immense sell-ability. Campaigns include:

Ann Page Foods (A & P)
Bates Shoes
Boston & Maine RR
Crosley Elec. Range
Gruen Watch
Hoods Ice Cream
Kellogg's Cereals
Marlin Blades
Minipoo Shampoo
Pickwick Beer
Poslam
Welch's Cocoanut

Advertisers, Agencies, Stations

Profitably use Gordon M. Day radio and TV spots and programs. Complete audio and video packages. Put *The New Listen* to work for you—Gordon M. Day Productions, 108 E 30th St., N. Y. C. OR 9-3595.

LUCILLE HUDIBURG PRODUCTIONS

131 E. 51st St., New York 22, N. Y.
Phone: ELdorado 5-3508

Producer .....Lucille Hudiburg
Co-Producer-Director ...Thomas Hutchinson
Art Director.....George Keegan
Writers...Lincoln Scheurle, Hal Richardson
Associate .....Fred Bethel
Business Manager .....Walter Keane

Services Offered: Radio and TV productions for agencies, national and local advertisers and radio stations. Produced clients specifications, package shows, spots, commercials. Representative—Wallaby Puppet Workshop, Chicago, Ill.

INTER-CALIFORNIA BROADCASTING SYSTEM

253 S. Broadway, Los Angeles 12, Calif.
Phone: MUtual 2759

General Manager.....Gustavo Faist Moran
Sales Manager.....M. L. Moran
Office Manager.....Margarita Lamar
National Reps.....Forjoe & Co., Inc.

Services Offered: Specialists in Spanish language advertising. Production of Spanish language programs. Representatives of radio station XEGM (located in Tijuana, Lower California).

INTERNATIONAL 16mm CORP.

165 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-2265

President-Treasurer....Patrick E. Shanahan
Secretary .....George Blake
Board of Directors:...Patrick E. Shanahan, George Blake, Fabian R. Normandin

Services Offered: Producers and distributors of motion pictures; prints in both 16mm. and 35mm. subjects. Classical music with Symphonic Orchestras.

ROBERT KENNETH JAMES, INC.

943 N. La Cienega Blvd., Hollywood 46, Calif.
Phone: CRestview 4-6041

President .....Kenneth H. Trietsch
Director-Producer .....Dee Engelbach
Secretary-Treasurer .....James M. Doolittle

Services Offered: Radio and TV packaging.

WILLIAM E. JONES COMPANY

OFFICES
15 Orchard Beach, McHenry, Ill.
Phone: McHenry 164
333 No. Michigan Ave., Chicago 1, Ill.
Phone: Franklin 2-7100

Owner .....William E. Jones

Services Offered: Builders, producers and packagers of shows for Radio and TV. Also

Allen Funt's
THE CANDID CAMERA

TV—Mondays 9:00 p.m.
Philip Morris — CBS

Movie Shorts—Monthly
Columbia Pictures

Commercial Films
Simmons Mattress

Representative:
TED ASHLEY

HAVEN MAC QUARRIE

WORD MASTER
OF CEREMONIES

ORIGINATOR OF

"NOAH WEBSTER SAYS"

"THE MARRIAGE CLUB"

"DO YOU WANT TO BE AN ACTOR?"

on ABC-TV

"IT CAN HAPPEN TO YOU"



RICHARD H ULLMAN

INCORPORATED

295 Delaware Avenue

Buffalo 2, New York

money making
ideas for
stations and agencies

JINGL LIBRARY
MUSICAL TUNE-O
$ DOLLAR DERBY $
BARBERSHOP HARMONIES
JOE McCARTHY SPEAKS
TAILORED JINGLES

special production assignments for agencies and general counsel in Radio and TV. Special service on Hollywood star endorsements and tie-ups for radio, magazine and all media.

ROBERT JOSEPH TELEVISION PRODUCTIONS

4457 Farmdale Ave., No. Hollywood, Calif.
Phone: SUnset 11331

President .....Robert Joseph
Program Director .....Ken Charles
Film Division .....Sidney Golden
Pub. & Pro.....John Strauss-Chip Cleary
Production Assistant .....Helene Lane

Services Offered: Packaging and production of live and film TV, including "Hollywood in 3 Dimensions" with Alan Mowbray; "Murder Will Out" with Vincent Price, "Sing Me A Song" with John Howard; "Television Theater" with Rhys Williams.

JERRY JOSS FEATURES

35 E. Wacker Drive, Chicago, Ill.
Phone: STate 2-3381

President .....Jerry Joss
Eastern Sales Mgr....Edward Hochhauser, Jr.

Services Offered: Producer of "Calling All Detectives," open-end mystery-telephone quiz program. Five quarter hours weekly. Top rated show—3rd year on WGN. Also syndicate "Story Teller"—quarter hour strip show, in script form.

KASPER-GORDON INC.

140 Boylston St., Boston 16, Mass.
Phone: DEvonshire 8-7357

President-Prod. Mgr.....Edwin H. Kasper
Treasurer-Commercial Dir...Aaron S. Bloom
Office Manager.....Robert W. Graham
Engineer .....Frederick Piroumian

Services Offered: Custom-built TV films and "live" programs, syndicated open-end TV programs on film animation, TV commercials, silent and sound-on-film. Complete facilities from the creation of the idea to the finished product.

KILLINGSWORTH TV PRODUCTIONS, INC.

150 W. 49 St., New York 19, N. Y.
Phone: PLaza 7-0759

President .....Oland Killingsworth
Vice-President.....Irving G. Gordon
Sec.-Treasurer.....John T. Matthews

Services Offered: Producers of live TV packages and film commercials.

HARLAN THOMPSON

Producer

"THE ED WYNN SHOW"

CBS — Television

WILLIAM GERNANNT

LOU DAHLMAN

CITY AT MIDNIGHT
TROPIC HOLIDAY

DOORWAY TO FAME
TELEFINDS OF '49

Director - Producer

•

333 WEST 56th STREET
New York City

CI. 6-2798

LANDAU BROADCASTING SERVICE

150 Broadway, New York 7, N. Y.
PHone: WOrth 2-3322

President .....Herman Younglieb
Program Director .....Paul Berkowitz

Services Offered: Program production, script.

THE LANDT TRIO

150 W. 49 St., New York 19, N. Y.
Phone: CIrcle 5-5431

Partner.....Karl B. Landt
Partner.....Jack M. Landt
Partner .....Dan B. Landt

Services Offered: Jingles, spots and live shows for radio and TV.

C. O. LANGLOIS, INC.

Steinway Hall, 113 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-5700

President.....C. O. Langlois
Secretary.....John D. Langlois
Treasurer.....C. O. Langlois, Jr.
Vice-President .....W. O'Keefe

Services Offered: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical.

LANG-WORTH FEATURE PROGRAMS, INC.

Steinway Hall, 113 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-5700

President .....C. O. Langlois
Secretary .....John D. Langlois
Treasurer .....C. O. Langlois, Jr.
Vice-Presidents ....W. O'Keefe, Pierre Weis
Representatives ..Walter B. Davison, Dir. of West Coast Operation; William E. Young
Program Director.....Doris Kaye

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed.

HERBERT S. LAUFMAN & COMPANY

624 So. Michigan Ave., Chicago 5, Ill.
Phone: Webster 9-2302

Owner .....Herbert S. Laufman
Production Director...Richard Von Albrecht
Program Director .....Jules Pewowar

Services Offered: Packages and producers of TV programs and commercials, offering a complete TV service to advertisers and agencies beginning with an idea through script development to actual production on the air or film.

GENERAL ENTERTAINMENT CORPORATION

Exclusive Owners of
Three of Radio's Leading Open End Transcription Series

"HOLLYWOOD'S OPEN HOUSE"

52 One-Half Hours of Comedy, Drama and Music
100 Top Hollywood Stars
THE Unchallenged Top Variety Show in the Field

"RADIO THEATRE OF FAMOUS CLASSICS"

Thirteen Striking Half-Hour Dramatizations of the Works of Literature's Immortal Authors

"LAUGH WITH PETER DONALD"

104 Five-Minute Programs With That Master Story Teller and Dialectician, Peter Donald, Telling His Most Irresistible Stories

For Rates and Availabilities
Wire, Phone or Write

GENERAL ENTERTAINMENT CORPORATION

17 WEST 60th STREET JUdson 2-5179 NEW YORK CITY, N. Y.

CREDIT WHERE CREDIT'S DUE

My personal thanks to:

"MY FRIEND IRMA"

Head Writer—PARKS LEVY
STANLEY ADAMS
ROLAND MacLANE

Production Asst.—LUCIAN DAVIS
PAT BURTON

"LIFE WITH LUIGI"

Directors—MAC BENOFF
LOU DERMAN

Cy Howard

LUCILLE HUDIBURG PRODUCTIONS

PEGGY and MR. SNIFFIN

WJZ-TV
Sat.—2:05 p.m.

CREATOR—
Geo. Keegan

PUPPET PRODUCTION—
Wallaby Workshop

131 E. 51st ST., N. Y. 22



Program Producers

LAWRENCE PRODUCTIONS

6700 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 96694

Owner .....Bee Eaton Lawrence
Production Manager.Richard Hill Wilkinson
Associate ..... Glenn Langan

Services Offered: Live radio shows, open-end transcribed shows and TV open-end kinescope programs—all covering "Mystery Is My Hobby" half-hour show.

LES LEAR PRODUCTIONS CORP.

139 N. Clark St., Chicago 1, Ill.
Phone: FRanklin 2-2100

President .....Les Lear
Account Executives..Dick Day, Milt Parlow

Services Offered: Radio-TV film production. Personal management.

BOB LOEWI PRODUCTIONS, INC.

255A E. 49 St., New York 17, N. Y.
Phones: MU 8-2600, PL 5-0958

President .....Bob Loewi
Assistant .....Barnaby Smith
Assistant .....Lee Klein

Services Offered: Create, produce, direct and sell, live and film, TV package shows. Consultant as TV programming doctor.

PHILLIPS H. LORD, INC.

501 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2211

President .....Phillips H. Lord
Vice-President .....John O. Ives
Manager .....Dorothy E. Levy
Program Supervisor .....Leonard L. Bass

Services Offered: Package shows.

MAC DAVIS SPORTS FEATURES

1 Montgomery Place, Brooklyn 15, N. Y.
Phone: NEvins 8-4374

Director .....Mac Davis

Services Offered: Sport programs for radio and TV shows. Special features created, written and produced for radio and TV presentation. Scripts and ideas furnished for all types of sport shows for local, regional or network use.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
Phone: DUnkirk 4-4191

President .....C. P. MacGregor
Manager .....George R. Jones
Studio Director .....Victor Quan
Production Manager.....Paul Quan
Chief Engineer.....A. Q. Felthousen
Eastern Sales Mgr.....Nat V. Donato
Mid-West Sales Mgr.....Wm. M. Mertz, Jr.

Services Offered: Transcription library productions: music librray service, dramatic and musical programs; recording studios. Com plete packaging including recording electro plating of masters and production on vinylite pressings.



PRODUCERS AND PACKAGERS
of
LIVE AND TV PROGRAMS
COMMERCIAL FILM DIVISION

* * *

MAGIC LADY AND BOKO

TV FILM SERIES

13 Completed

Coast To Coast

* * *

TELEMOUNT PICTURES, INC.

California Studios

650 N. Bronson Ave., Los Angeles 4, Calif.

RALPH LEVY

Director of

ED WYNN SHOW—CBS—TV

ALAN YOUNG SHOW—CBS—TV

BYRON PRODUCTIONS COMPANY

•

PRESIDENT

EDWARD A. BYRON

Chick Vincent Co.

509 Madison Ave. EL. 5-0734

RADIO

DIRECTOR

"Pepper Young's Family"

PRODUCER, DIRECTOR

"Public Health Series"

Mutual Life Ins. Co.

TELEVISION

DIRECTOR & SALES REP.

"Ships Reporter" WJZ-TV

CO-PRODUCER

"Mr. Magic" WPIX

PERSONAL REP. FOR

Alvin Helfer

Sports Announcer • Commentator

MANNON SOUND STAGES

(For complete listing see TV Film Producers)

ALEXANDER McQUEEN & ASSOCIATES

5222 N. Lakewood Ave., Chicago 40, Ill.
Phone: RAvenswood 8-9010

Owner .....Alexander McQueen

Services Offered: "Nothing But The Truth" feature (Reg. U. S. Pat. Office), in person or transcribed. Research for human-interest stories on sponsor's product.

CHARLES MICHELSON, INC.

23 W. 47 St., New York 10, N. Y.
Phone: PLaza 7-0695-6

President .....Charles Michelson

Services Offered: Porto-Playback Machines and Gennett & Speedy-Q Sound Effects Records. Half-hour and quarter-hour transcribed program features.

LES MITCHEL PRODUCTIONS, INC.

9310 Hillrose St., Sunland, Calif.
Phone: FLorida 3-1105

President .....Les Mitchel
Secretary-Treasurer.....G. Madelon Mitchel
Vice President.....E. Marshal Bitgood
Vice-Pres. & Script Writer.....Budd Lesser
Controller .....John Hutchins

Services Offered: Production of transcribed and live package programs. Directorial and supervising service.

MOLE, DAVIS, INC.

105 W. 55th St., New York 19, N. Y.
Phone: CIrcle 6-0006

President .....John Mole
Executive Vice-President.....Blevins Davis
V.-P. & Gen. Mgr.....Blanche Stuart Lee
Technician .....John Bryan

Services Offered: Production of packaged shows for Radio and TV.

WILLIAM MORRIS AGENCY, INC.

1270 Sixth Ave., New York 20, N. Y.
Phone: CIrcle 7-2160

Exec.-in-Chge. of Radio..Wallace S. Jordan

Services Offered: Production of packaged shows for radio and TV, also talent representatives.

MORTON RADIO PRODUCTIONS, INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-4144

President .....Morton Jacobson
Secretary ..... Cecelia Jacobson

Services Offered: Open-end and custom-built transcriptions, live packages, and custom built TV shows.

BARRY
WOOD

PRODUCER-DIRECTOR

C.B.S.-T.V.

MUSICAL-SUPERVISOR

WATCH FOR

"Answer Yes or No"

with

MOSS HART
KITTY CARLISLE
QUENTIN REYNOLDS
VIRGINIA PEINE
MARTIN GABLE
ARLENE FRANCIS

"Say It With Acting"

Starts its 2nd year for the J. B. Williams Co. with a 17 Hooperating*

WEST HOOKER-FREDERICK
PRODUCTIONS CORP.
2 W. 46th ST., N.Y.C. JU 2-3026

* January Hooper 1950

MOTION PICTURE PRODUCTIONS, INC.

620 W. Superior Ave., Cleveland 13, O.
Phone: PRospect 4900

President .....Donald C. Jones
Vice President.....Robert E. Haviland
Secretary .....E. M. Engle

Services Offered: Producers of motion pictures and slide films on industrial relations, sales promotion, sales and technical training, in black and white or color with RCA sound in own studios and laboratories.

MOTION PICTURE STAGES, INC.

(For complete listing see TV Film Producers)

MURPHY-LILLIS PRODUCTIONS, INC.

(For complete listing see TV Film Producers)

MUSIC CORPORATION OF AMERICA

(MCA Artists, Ltd.)
598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500
Branch Offices
17-18 Dover St., London, England
430 N. Michigan Ave., Chicago, Ill.
9370 Santa Monica Blvd., Beverly Hills, Calif.
106 105 Montgomery St., San Francisco, Calif.
1172 Union Commerce Bldg., Cleveland, O.
2102 N. Akard St., Dallas, Tex.
1612 Book Tower, Detroit, Mich.
1044 Little Building, Boston, Mass.
Northwestern Bank Bldg., Minneapolis, Minn.

Services Offered: Program production.

MUZAK CORPORATION

(For detailed listing see Associated Program Service, Div. of Muzak Corp.)

NASHT PRODUCTIONS, INC.

16 E. 52 St., New York 22, N. Y.
Phone: MUrray Hill 8-3323

President .....John Nasht
Vice-President .....Gene J. Seagle

Services Offered: Live and film packaged shows for TV.

THE NATIONAL RESEARCH BUREAU, INC.

415 N. Dearborn St., Chicago 10, Ill.
Phone: SUperior 7-5080

Exec. Vice-Pres. .....Frank P. Kendall
Editorial Director .....Alicejane Aitken

Services Offered: Copy and programming services for radio stations, "Tempera-tunes", transcribed jingles, "Memorial Hour", transcribed monument show; History of Sports, news items from the world of sports.

WALT FRAMER

Producer - Director - Writer

"STRIKE IT RICH" . . . CBS

•

Credits:

Ladies Be Seated

Glamour Manor

Break The Bank

———

Coming:

Aladdin and His Lamp

Exchange For Happiness

Private Enterprise

———

Walt Framer Associates

TRANSCRIBED FOR LOCAL OR REGIONAL SPONSORSHIP

RADIO'S No. 1 FOOTBALL SHOW

"LEAHY OF NOTRE DAME"

TOP TIMELY FOOTBALL SHOW
15 MINUTES — CUT WEEKLY

with

AMERICA'S No. 1 FOOTBALL COACH

FRANK LEAHY

also

SPOTS — JINGLES
TELEVISION

Films—Commercials—Programs

GREEN ASSOCIATES

Chicago
360 N. Michigan Ce 6-5593

NEBLETT RADIO PRODUCTIONS

360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-4144

President .....Morton Jacobson

Services Offered: Creators of open-end and custom-built transcribed radio shows.

NELSON PRODUCTIONS INC.

341 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 6-5862

President .....Raymond E. Nelson

Services Offered: Feature and commercial films to order; live shows for radio and TV.

OLIVER W. NICOLL PRODUCTIONS

37 W. 46 St., New York 19, N. Y.
Phone: LUxemburg 2-5130
Cable Address: AREFFAY Newyork

Producer-Dir.,
Executive-Dir. .....Oliver W. Nicoll
Associate Director .....Sandra Munsell

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television—Program production and consultation, package live and film shows, scripts, talent. Members or NSTP—National Society of Television Producers.

LILIAN OKUN, INC.

2 W. 67 St., New York 23, N. Y.
Phone: TRafalgar 7-8916

President-Manager .....Lilian Okum

Services Offered: Specialize in women's and children's programs, TV programs; complete programs prepared.

ORIGINAL RADIO PRODUCTIONS, INC.

36 W. 74th St., New York 24, N. Y.
Phone: SChuyler 4-8896

President .....Harmon Yaffa
Vice-President .....Anthony Gablik
Secretary-Treasurer ...Lawrence Laupheimer

Serviced Offered: Creators and producers of Radio and TV programs.

PAN AMERICAN BROADCASTING CO.

330 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-0810

Manager .....Eugene Bernald
Asst. Manager.....Arthur Gordon

Services Offered: Transcribed and live programs for export markets, in Spanish, English, French. Drama, serial, comedy, news, etc.

FRED **ROBBINS** SAM
BROS.

Representing Artists of Distinction for Every Branch of Show Business

Licensed by
Equity
A.F.R.A.
A.G.V.A.
A.F. of M.

67 W. 44th St., New York 18, N. Y.
Suite 601-2 MUrray Hill 7-2033

Associates
THE ZAHL AGENCY
45-46 Chandos Place
London W.C. 2, England

To Producers, Artists
Advertising Agencies
and Sponsors . . .

- A complete recording service, paying strict attention to customer's requirements.
- Modern, up-to-date equipment . . . (Tape or Acetate).
- Large, medium and small studios to meet all needs . . . including audiences.



6000 SUNSET
RADIO CENTER
BROADCAST & RECORDING STUDIOS
6000 SUNSET BLVD.
HOLLYWOOD 28 . . . HE 6811

P. R. B., INC.

745 Fifth Ave., New York, N. Y.
Phone: MU 8-1067

President .....Charles Buddy Rogers
V.-P. & Treas.....Mal Boyd
Secretary.....Paul O'Brien (O'Brien, Driscoll, Raftery and Lawler)
Director .....Mary Pickford

Services Offered: Packaging and production of Radio and TV programs; personal management of principals of progams.

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111

President .....Kent Cooper
Vice President.....Oliver Gramling

Services Offered: "Personality Time," 15-minute transcription dramatizing personalities of stage, screen and radio, 78 episodes; "Sports Star Special," 15-minute transcription dramatizing big name sports personalities, 26 episodes; "Special Assignment," 15-minute transcription dramatizing the unusual experiences of news reporters, 78 episodes.

GEORGE LOGAN PRICE, INC.

946 S. Normandie Ave., Los Angeles 6, Calif.
Phone: DUnkirk 3-7372

President .....George Logan Price
Sales & Service Manager.....S. M. Lauch
Copy & Prod. Dir.....George Price, Jr.
Music Consultant.....Chauncey Haines, Jr.

Services Offered: A complete copy and production, promotion, publicity, and public relations service, based on 30 years national advertising agency experience and 25 years in active radio programming and production. Anything from 30 seconds to 60 minutes, script, production, recording; sales, service, distribution. TV commercials, spots, gags, gimmicks. Specializing in inspirational, morale-building programs which also sell. Producers of programs now entering 16th year, with world-wide distribution.

PROGRESSIVE RADIO ADVERTISING CO.

260 E. 161 St., New York 51, N. Y.
Phone: MElrose 5-5522

Pres.-Producer-Dir. .....Lido Belli

Services Offered: Italian language programs, production and talent.

RADIO ARTISTS CORP.

509 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-0944

President .....Bernard L. Schubert

Services Offered: Talent, production radio and TV package management.

Herbert Swope Jr.

Producer

OF

THE CLOCK

LIGHTS OUT

MAN CALLED X

NBC TELEVISION

BOB L. ROBERTS

RADIO AND TELEVISION PACKAGE PRODUCTION



Personal Management JACK LACY Star of the "LISTEN TO LACY" and "BUSHELS OF FUN" shows, WINS, N. Y. and other top name talent.

Complete facilities including over 5000 sq. ft. of modern studios with direct line broadcasting equipment, projection rooms, rehearsal and audition halls available to the showbusiness industry.

ROBERTS
"The Show Business Center of the World"
RADIO, TELEVISION, STAGE and SCREEN
STUDIOS: 806 Seventh Ave., N. Y. C.
Tel. JUdson 6-0025-6 Bob L. Roberts, *Pres.*

RCA VICTOR CUSTOM RECORD SALES DIVISION

120 E. 23rd St., New York 10, N. Y.
Phone: MUrray Hill 9-0500

Manager .....James P. Davis
Administration Manager..Ralph C. Williams
Artist & Rep. Mgr.....Herbert H. Wood
Adv. & Pro. Mgr.....Bennett S. Rosner

RCA RECORDED PROGRAM SERVICES SECTION

Manager .....Donald J. Mercer
Sales Manager .....Wade Barnes
Eastern Sales Rep.....Addison Amor
Midwestern Sales Rep.....William F. Reilly
Western Sales Rep.....William C. Gartland

Services Offered: THESAURUS (musical library service; RCA SYNDICATED PROGRAMS (recorded dramatic, variety musical shows).

Studios and Regional Offices
120 E. 23rd St., New York 10, N. Y.
Phone: MUrray Hill 9-0500
445 N. Lake Shore Drive, Chicago 11, Ill.
Phone: WHitehall 4-2900
1016 N. Sycamore Ave., Hollywood 38, Calif.
Phone: HIllside 5151

RADIO EVENTS, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1668

President .....Julienne Dupuy
Sales Director.....Roger Girodolle
Director-Producer .....Joel Spector

Services Offered: Live packages, commercials and script services.

RADIO FEATURES OF AMERICA

37 W. 46 St., New York 19, N. Y.
Phone: LUxemburg 2-5130

Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell

London Representative
Towers of London, Ltd., 84 Hallan St.,
London W. 1, England.
Phone: LAngham 6248, 5050
(Harry Alan Towers)

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records, international radio service. Television—Program production and consultation. package live and film shows, script, talent. Members of NSTP.

RADIO-VIDEO ASSOCIATES

322 E. 55 St., New York 22, N. Y.
Phone: PLaza 5-5781

Executive Director.....Jack Lloyd

Services Offered: Production of radio and TV shows; spot announcements and musical jingles; 16 mm. films for TV; audition

SERVICE UNLIMITED

*

an organization devoted to the development and presentation of TV and AM programs and advertising

*

in 1949 we serviced eight agencies on thirteen accounts with custom-built shows and spots

*

your needs are our opportunity

LARRY KURTZE CHARLES O. DABNEY
360 N. Michigan Ave.
Chicago 1, Illinois
RAndolph 6-5246

TV PACKAGING

★ "Howdy Doody"
(NBC-TV)
tops in TV kid shows

★ "Author Meets the Critics"
(ABC-TV)
tops in discussion shows

Other topnotch properties available.

MARTIN STONE ASSOCIATES
4 West 58th New York

scripts for talent; production of foreign language shows.

RAO VIDEO

45 W. 45th St., New York 19, N. Y.
Phone: PLaza 7-7238

Exec. Dir., Producer.....Robert A. Orenbach
Admin. Dir., Producer.....Carl LeBow
Film Director .....David Balaban
Sales Director .....Arnold Manchester
Sales Promotion.....Hy H. Pesner
Musical Director .....Teddy Hall
Animator .....Dan Danglo
Announcer .....Hal Simms

Services Offered: TV package shows and custom built productions—live and film. Spot commercials and jingles, film or animation. TV consultants and specialists in low budget programming for all types of accounts.

REEMACK ENTERPRISES, INC.

527 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7979

President .....Lou Goldberg
Vice-President .....Wanda Ellis
Secretary .....Lloyd Marx

Services Offered: Producers of "The Original Amateur Hour."

RELIGIOUS NEWS SERVICE

381 Fourth Ave., New York 16, N. Y.
Phone: MUrray Hill 4-1463

Managing Editor.....Louis Minsky
Asst. Managing Editor.....Lillian R. Block

Services Offered: A lively 15-minute weekly religious news script covering religious developments of all faiths throughout the world. About 15 separate stories are included in each script.

REYNOLDS PRODUCTIONS

497 S. Roxbury Dr., Beverly Hills, Calif.

President .....Stuart Reynolds

Services Offered: Radio-TV programs.

RICHMAN PRODUCTIONS

17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-5854

General Manager.....William Richman
Executive Director.....Howard Richman
Publicity .....Sanford J. Metlis
Research .....Howard Longfellow
Traffic .....Beatrice Solarz

Services Offered: Radio and TV programs and packages.

H. D. RICKERT CO.

545 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-4256-7-8

Director .....H. D. Rickert

JOE
THOMPSON

Producer
Television

Radio

Granite 1797

8746 Appian Way
Hollywood 46, Calif.

Francis
Van Hartesveldt

Producer

"The Great Gildersleeve" NBC

"Junior Miss" CBS

"King's Men Show"

And On Television

"How Wrong Can You See"

Services Offered: Radio and TV package shows.

ROBBINS BROTHERS

67 W. 44th St., New York 18, N. Y.
Phone: MUrray Hill 7-2033

Co-Owner .....Fred Robbins
Co-Owner .....Sam Robbins
Dir., Color Dep't.....Billy Sharp
London Rep.....Hyman Zahl

Services Offered: Complete shows packaged for night clubs, hotels, theaters, radio and TV; represent artists of distinction for every branch of show business.

ROBINSON RECORDING LABS.

35 S. 9 St., Philadelphia 7, Pa.
Phone: WA 2-6800

Proprietor .....W. P. Robinson
Recording Engineers.....W. W. Jost, Chas. Metz

Services Offered: Manufacture professional recording equipment. Produce transcribed spots and electrical transcriptions for broadcast and TV.

ROCKHILL RADIO

18 E. 50 St., New York 22, N. Y.
Phone: PLaza 9-7979

President .....Stanley J. Wolf
Robert F. Levine
Steven R. Carlin

Services Offered: Complete packages, radio, transcriptions, TV film.

JACK ROURKE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HE 7178

President .....Jack Rourke
General Manager.....Fred Fuld, Jr.
Secretary-Treasurer .....Joan Lane Rourke

Services Offered: Live and transcribed radio and TV programs; spot announcement campaigns and jingles.

RUBY FILM COMPANY

(For complete listing see TV Film Producers)

BARNARD L. SACKETT TELEVISION PRODUCTIONS

254 W. 54 St., New York, N. Y.
Phone: LUxemburg 2-1690
Bankers Securities Bldg., Philadelphia 7, Pa.
Phone: KIngsley 5-7055

Production Manager....Barnard L. Sackett
Business Manager.....Bernard Wine
Fashion Director.....Ann Pester
Art Director.....Manny Retter
Publicity .....Morris Yuter
Sales Manager.....Jack Vogel

E. CARLTON
WINCKLER

PRODUCTION
DIRECTOR

ABC*
TELEVISION
CENTER

Western Division

HOLLYWOOD



Roger Kay

producer-director

creator of distinctive television packages

Roger Kay Enterprises, Inc.

666 Fifth Ave., New York 19, N. Y.
MU. 8-2164

Services Offered: Complete TV service for video stations and advertisers, live and film productions, commercials, minute spots, weather spots, animation, custom-built shows, TV consultants, personal TV and radio representation, concert management.

JAMES L. SAPHIER AGENCY, INC.

9538 Brighton Way, Beverly Hills, Calif.
Phone: CRestview 1-7231

20 N. Wacker Drive, Chicago 6, Ill.
Phone: ANdover 3-6038

President .....James L. Saphier
Manager of Chicago Office.....Stefan Hatos

Services Offered: Radio and TV productions, sale of package programs and talent.

GEORGE SHECK TELEVISION PRODUCTIONS

214 W. 42nd St., New York 18, N. Y.
Phone: LOngacre 5-1616

Associate Producer .....Jessie Marks
Associate Producer .....Art Franklin

Services Offered: Low budget packages shows—variety, dramatics, etc.

SEABOARD STUDIOS, INC.

(For complete listing see TV Film Producers)

SHECK, DAHLMAN, BLACK & FORSLUND, INC.

353 W. 57th St., New York, N. Y.
Phone: JU 6-5753-4

Producers....George Schenck, Lou Dahlman, Albert Black, Donald Forslund.
Writer .....Jesse Marks
Prod. Coordinator.....Gilda Haber, Connie Norton.

Services Offered: Producers of "City At Midnight," "Tropic Holiday" and "Telefinds Of 1949"; produce low budget, local TV shows on CBS and NBC.

BERNARD L. SCHUBERT, INC.

509 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-0944

President .....Bernard L. Schubert

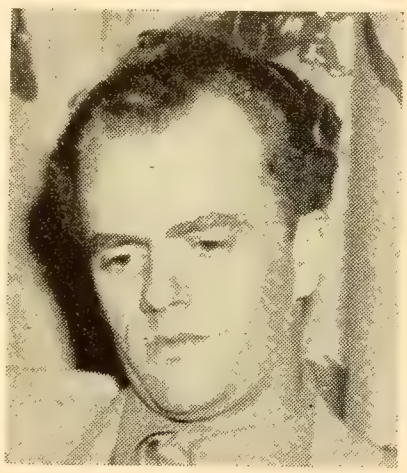
Services Offered: Talent, production radio and TV package management.

SCREENCRAFT PICTURES, INC.

341 W. 44 St., New York 18, N. Y.
Phone: CIrcle 6-8546

President .....J. S. Berkson
Vice President.....B. H. Mills
Treasurer .....Edward Berkson

Services Offered: Distributors of 16 and 35 mm features and shorts.



ROBERT A. LEHMAN

RADIO and TV
PRODUCER
DIRECTOR

RADIO-TELEVISION PRODUCTIONS

PERSONAL REPRESENTATION

ONE CHRISTOPHER ST. WA 4-8582

LESTER LEWIS ASSOCIATES

HOLLYWOOD SCREEN TEST

BEST FOODS, Inc.

ELOISE SALUTES THE STARS

with ELOISE McELHONE

DOESKIN PRODUCTS, Inc.

SCRIPT ASSOCIATES

822 S. Parkview, Los Angeles 26, Calif.
Phone: MA 6-6476

Director .....Cal Frederick
Coordinator .....Jean Frederick
Commercial Manager.....Larry Purdin

Services Offered: "Lines for Living," written by Lary Purdin. Now in fifth year of continuous broadcasts. Weekly packages of five 15-minute scripts to be produced locally sells for $10.00. Easy to sponsor.

SENTINEL PRODUCTIONS
(A Division of Sentinel Enterprises, Inc.)

5746 Sunset Blvd., Hollywood 28, Calif.
(Nassour Studios)
Phone: HEmpstead 6828

President & Exec. Dir.....Earle R. Harper
Vice-Pres. & Treas.....A. G. Harper
Secretary .....David Griffith, Jr.
Producer-Director .....Ann Archer
Director .....Harry Mancke
Director of Photography....Chas. Straumer
Publicity Director.....Bill Keefe
Film Editor.....Robt. Belcher
Comptroller .....James Fair

Services Offered: Producing all types of TV package programs, travel, educational, religious and entertainment on film; 5-min. to 60-min. also TV commercials.

SERVICE UNLIMITED

360 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-5246

Sales Manager.....Charles O. Dabney
Production Director.....Larry Kurtze
Set, Prop & Art Mgr.....Sam Stone
Office Manager.....Jean Guild

Services Offered: Creative and production service for advertising agencies and sponsoring organizations. Complete radio and TV campaigns custom planned, promoted, merchandised and produced.

SESAC, INC.

475 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 5-5365

President .....Paul Heinecke
Secretary-Treasurer .....R. C. Heinecke
General Manager.....K. A. Jadassohn

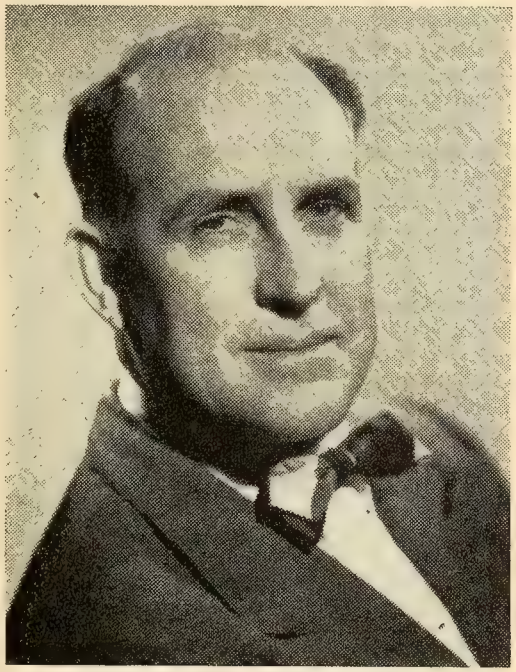
Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

FLETCHER SMITH STUDIOS, INC.

1585 Broadway, New York 19, N. Y.
Phone: JUdson 6-3950

President .....Fletcher Smith
Vice President .....Charles Schettler
Secretary-Treasurer .....Peter Caldera

Services Offered: Film production for TV



VICTOR McLEOD
NBC-TV
PRODUCER

ARTHUR H. MILLER

PUBLICITY and PUBLIC RELATIONS

Specializing in Radio & Television
Programs and Personalities

•

40 East 49th Street
New York 17, N. Y.

ELdorado 5-6092

specialty animation, complete art and photographic staff and equipment.

SOUND STUDIOS, INC.

1124 Vermont Ave., N.W., Washington 15, D. C.
Phone: REpublic 1984

President .....Leon Loeb
Secretary .....Ethel Wile Loeb
Chief Engineer.....Doc M. Watson

Services Offered: Produce completely packaged shows from script to transcriptions.

THE SOUVAINE COMPANY

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-5666

General Partner.....Henry Souvaine
General Partner.....Howard L. Taylor

Services Offered: Producers of radio and TV productions.

WILBUR STARK-JERRY LAYTON, INC., PROGRAM PRODUCTIONS

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-6320

President .....Wilbur Stark
Secretary-Treasurer .....Jerry Layton
Exec. Secy.—Casting.....Diane Werfel

Services Offered: Creators and producers of radio and TV programs for networks and commercial advertisers. Exclusive management of personalities, performers and writers for radio and TV.

RICHARD STARK & COMPANY

125 E. 72nd St., New York 21, N. Y.
Phone: REgent 7-9608

Partner.....Richard Stark, Jane Troxell
Financial Advisor .....Seymour Schneidman
Associate.....Rod Mitchell, George Shealy

Services Offered: Program consultants for Radio and TV: production, writing, costuming, lighting, photography; complete charge of program, or of commercial production alone. Live shows only.

MARTIN STONE ASSOCIATES

4 W. 58th St., New York 19, N. Y.
Phone: MU 8-0585

Head of Organization.....Martin Stone
Administrative Head .....Richard K. Doan
Production Head .....Harold Schaeffel
Merchandising Director .....Allan Stone
Publicity Director .....Alan E. Brandt
Script Chief .....Jerome Coopersmith
Production Supervisor...Harriet C. Halsband
Art Director .....Milton C. Neil

Services Offered: Producer and licensing agent of Howdy Doody program; packager of Author Meets the Critics, etc.



PAUL MUNROE
PRODUCER — WRITER
DIRECTOR



KEN MURRAY

RICHARD STROUT PRODUCTIONS

1544 N. Hudson Ave., Hollywood 2, Calif.
Phone: HUdson 2-2145
507 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-6924

President .....Richard Strout
Hollywood Prod. Mgr.....James E. McKenzie
Sales Promotion.....George C. Meacham
Talent .....Doris Edwards

Services Offered: Transcriptions, scripts, talent, recording facilities, TV film spots and complete production of tailor-made radio and TV programs.

IRVIN PAUL SULDS, INC.

654 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-7025

President .....Irvin Paul Sulds
Associate Producer.....Alice Pentlarge
Associate Producer.....Milan J. Greer
Associate Producer.....Mary McMullen

Services Offered: Production of live and filmed TV programs.

HAL TATE RADIO PRODUCTIONS

612 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-1004

Owner-Manager .....Hal Tate

Services Offered: Package programs including "Who's Talking?" transcribed celebrity quiz show conducted by a local emcee. Also transcribed series starring the Columbia Pictures star, "Smiley" Burnette and titled "Smiley Burnette's Tall Tales."

TEEVEE FILM COMPANY

170 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 1-0204

President .....Gifford Phillips
General Manager .....Ludlow Flower, Jr.
Coord. of Sales & Prom...J. Wesley Beeman
Dir. of Film Prod.....Merrill Pye
Dir. of Live Prod.....Bob Koenig
Eastern Sales Mgr.....Alfred Levy

Services Offered: Custom-built TV shows. film and live; spot commercials.

TEL-ADVISERS, INC.

1425 Broadway, New York 18, N. Y.
Phone: LOngacre 5-4530

Pres. & Mng. Dir.....Jay Strong
Assoc. Dir. & Prod., V.-P.....B. G. Stern
Assoc. Prod. Dir., Secy.....Doris Pearce
Costume Designer, V.-P.....Alice Gibson

Services Offered: Packaging line and film productions; dramatic and variety adaptations; originator of Tele-Pre-Vue theatre.

TELECAST FILMS, INC.

(For complete listing see TV Film Producers)

RAO VIDEO Inc.

PROGRAMS NOW AVAILABLE

"THE CHARM CIRCLE"

Strictly for the women . . audience participation, Giveaway, Guest Stars.

"ONE FLIGHT UP"

Unusual dramatic series with a different twist.

. . . and many other visually exciting TV productions and commercials priced within budget range of smaller accounts.

Write for brochure and further information and amazing figures that spell the highest in quality performance at lowest cost per thousand.

"Make RAO your key to Successful TV".

45 West 45th St.
New York 19, N. Y.

Telephone:
PLaza 7-7238

GENERAL TELEVISION ENTERPRISES, INC.

Gordon W. Levoy, President

GTE

DISTRIBUTORS-
PACKAGERS
of
TELEVISION FILM SERIES

6331 Hollywood Blvd.
Hollywood 28, Calif.
Phone—Gladstone 4146

TELEMATED CARTOONS

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-8933

Producer-Director .....Saul S. Taffet

Services Offered: Production of TV film commercials: Animated cartoons; live action; animated effects; optical effects. In 35 mm. or 16 mm. as desired. Scripts and storyboards for client presentations.

TELEMOUNT PICTURES, INC.

5255 Clinton St., Los Angeles 4, Calif.
Phone: HOllywood 9-8321, Ext. 103 & 104

Pres. & Chairman Bd. of Dir.
Henry B. Donovan

1st Vice-Pres. & Member Bd. of Dir.
Fred Roberts, Jr.

2nd Vice-Pres, Asst. Treas. & Asst. Secy.
Philip J. Casazza

3rd Vice-Pres. & Member Bd. of Dir.
D. A. Donovan

Treasurer-Secretary .....Marie Copenhaver
Assistant Secretary.....Henry L. Pechota
Recording Secretary.....Loretta Donovan

Services Offered: Producers of TV Films and Live Programs & Commercial Films 35mm. and 16mm. Black and White and Color Films.

TELEVISION FEATURES, INC.

(For complete listing see TV Film Producers)

TELEVISION FILMS OF AMERICA (TFA)

Box 2222, Hollywood 28, Calif.
Phone: GLadstone 2624

Exec. Prod. & Gen. Mgr.....Jack Parker
Asst. to Executive Producer.....Ray Bond
Asst. to Gen. Mgr.....Ross Van Nibroc
Program Director.....Betty Underwood
Childrens' program mgr.....Margie Dunwell
Womens' program mgr.....Hortense Reed
Feature program mgr.....Garland Brunton
Special event program mgr..Carl Underwood
Chief Script Editor.....Betty Underwood
San Francisco Mgr.....Kaye Hyde
Chicago Manager.....A. F. Parker, Jr.
New York Manager.....Ross Van Nibroc

Services Offered: Producers of special 16mm. motion pictures for TV release and special effects.

TELEVISION SCREEN PRODUCTIONS, INC.

17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-8877

President.....Charles J. Basch, Jr.
Treasurer .....Clarence Schmidt
Secretary .....Frankie Basch

Services Offered: Film programs, film spots, industrial, training and documentary films, slide films, will rent studio facilities

LAURENCE HAMMOND
Productions
RADIO—TELEVISION
•
Americans, Speak Up
Keeping Up with the Wigglesworths
•
45 EAST 51st STREET
NEW YORK
PLaza 9-2210



BEN PARK

Writing, Production and Direction
Dramatic and Documentary

Radio: REPORT UNCENSORED
IT'S YOUR LIFE
THE LIVING PROOF

Television: PORTRAIT OF AMERICA
— Chicago —

with, or without, cameramen, scripts, direction and cast.

TELEWAYS RADIO PRODUCTIONS, INC.

8949 Sunset Blvd., Hollywood 46, Calif.
Phone: BRadshaw 21447, CRestview 67238
President.....Charles A. Kennedy
Accounting Dept.....A. Corrigan

Services Offered: Transcribed programs, creation and production of custom-built talent or transcribed shows, creation and production of custom-built spot announcements, dramatized and singing commercials.

THREE MINUTE SERMONS, INC.

Box 2222, Hollywood 28, Calif.
Executive Producer.....Jack Parker
Chief Script Editor & Assoc. Prod.
Hal Marshall
Writer & Assoc. Producer..Garland Brunton
Writer & Program Dir.....Mary Blue
Public Relations Director.....Ben Gaye
Eastern Manager.....A. F. Parker, Jr.

Services Offered: Religious programs produced to order, religious scripts to order, producers of "three-minute sermons" for five-minute spots, public and radio relations for live and transcribed religious programs, TV department produces live and 16mm. films with religious theme also fillers for TV stations.

TORCHLIGHT PRODUCTIONS, INC.

229 W. 42 St., New York 18, N. Y.
Phone: WIsconsin 7-0771-3
President.....David R. Kapralik
Vice-Pres.-in-charge-Production..Jane White
Publicity .....Harvey Ziegler

Services Offered: Package radio and TV programs, production and packaging, including publicity, promotion, and research.

TOWERS OF LONDON, LTD.

37 W. 46 St., New York 19, N. Y.
Phone: LUxemburg 2-5130-5131
Cable address: TOWERSAM Newyork
International President..Harry Alan Towers
Vice-Pres. & National Dir. for the U. S.
Oliver W. Nicoll

London Offices:
Towers of London, Ltd.,
84 Hallam St., London W. 1, Eng.
Phone: LAngham 6248, 5050
International President..Harry Alan Towers

Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package shows; international radio service.

Brooks COSTUME COMPANY

COSTUMES
FOR
TELEVISION

The largest collection of costumes and an experienced personnel with special training are available to give you immediate delivery of wardrobe at moderate rental charges.

BROOKS COSTUMES ARE ON EVERY TV CHANNEL EVERY DAY

Television's Official Costumer

BROOKS
COSTUME CO.
1150 AVENUE OF THE AMERICAS
(6th Ave. bet. 44th and 45th Streets)
NEW YORK CITY
Telephone VAnderbilt 6-5060

TOMMY BARTLETT

"Welcome Travelers"

NBC — Mon. thru Fri.

for

PROCTER & GAMBLE

RADIO-TV Rep. . . . . JOHN E. GIBBS
9 ROCKEFELLER PLAZA, N.Y.C.

Personal Mgt. . . . . LES LEAR
HOTEL SHERMAN, CHICAGO

STATION MANAGERS CONTACT
LES LEAR FOR INFORMATION ON
TOMMY BARTLETT
(IN PERSON)
Audience Participation Show

TRANSAMERICAN BROADCASTING & TELEVISION CORP.

1 E. 54th St., New York 22, N. Y.
Phone: PLaza 5-9800

President .....John L. Clark
Services Offered: Live and transcribed programs.

TRANS-CONTINENTAL TELEVISION, INC.

420 Madison Ave., New York, N. Y.
Phone: PL 9-7490

President .....Arthur Simon
Secretary .....Edward Scherer
Treasurer .....Gertrude Chetkin
Services Offered: Creating and producing TV programs for agencies, stations and advertisers. Complete program packaging service, ideas, scripts, talent, production, sales.

TRANSCRIBED RADIO SHOWS

2 W. 47 St., New York 19, N. Y.
Phone: LUxemburg 2-3530

President.....M. E. Moore
General Manager.....F. Kronen
Services Offered: A series of Christmas spot jingles featuring an outstanding quartet to attract Christmas shoppers on film for 15-20-30-second spot announcements, spots made to order for TV.

TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.
Phone: 2-4974

President.....J. P. Williams
Executive Vice-Pres.....Adna H. Karns
Vice-Pres. & Gen. Mgr.....John F. Hyle
Services Offered: Building almost any type of transcribed radio program or spot announcement for exclusive use of individual clients; cutting personalized commercial messages, syndicated.

TRANSFILM, INC.

(For complete listing see TV Film Producers)

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 2066

President .....Richard H. Ullman
Exec. V.-P. .....Robert P. Mendelson
Production Mgr. .....Robert Nicholson
Services Offered: Create, wire and produce radio programs and announcements, selling direct to radio stations and advertising agencies.

UNITED PRESS ASSOCIATIONS

220 E. 42 St., New York 17, N. Y.
Phone: MUrray Hill 2-0400

Radio News Manager.....Phil Newsom

EXECUTIVE PRODUCER
ABC-TV-WESTERN DIV.
HOLLYWOOD

GEORGE M. CAHAN

•

Now Directing:

"THE RUGGLES"

Produced:

UNION PACIFIC
STREAMLINER REVUE

Directed:

OBOLER'S COMEDY THEATRE
THE THREE STOOGES
HOLLYWOOD HOUSE
AMAZING MR. MALONE

THE CARDINAL CLUB PLAN BRINGS YOU FIVE GREAT SHOWS:

Adventures By Morse
The Anderson Family
Barnyard Jamboree

Sleepy Joe
The Story Teller
with Marvin Miller

THE CARDINAL CO.
6600 Sunset Blvd.
Hollywood 28, Calif.

Radio Sales Manager.....Al F. Harrison
Radio Shows Div. Mgr....C. Edmonds Allen
Services Offered: Production for radio and TV of news and sports service, news scripts, news research.

UNITED PRODUCTIONS OF AMERICA

4440 Olive St., Burbank, Calif.
Phone: CH 0-7171
President-Exec. Prod.....Stephen Bosustow
Vice-Pres.-Treasurer-Bus. Mgr.
Edward L. Gershman
Vice-Pres. in-Charge-Prod.....John Hubley
Vice-Pres. & Prod. Mgr.....A. D. Woolery
Services Offered: Modern studios offer separate units for production of animated films for TV, movie shorts, industrial and government training films and an annual cartoon feature picture. Home of annual (November) industrywide Animation Art Festival.

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.
Phone: CIrcle 6-4675-6
President .....Thomas J. Valentino
Vice-President .....Michael T. Valetino
Secreaary .....Elsie F. Valentino
Treasurer .....T. J. Valentino
Sales Manager .....Peter J. Riolo
Services Offered: Sound effects records, transcriptions, chime and organ recordings, pressings, recording service.

VIDEO VARIETIES CORP.

(For complete listing see TV Film Producers)

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.
Phone: EL 5-0734
Director Producer.....Chick Vincent
Casting Director.....Norma Vincent
Services Offered: Package producers, program production, TV programs, live and film.

J. FRANKLYN VIOLA

152 W. 42nd St., New York 18, N. Y.
Phone: CHickering 4-3254
President and Owner.....Franklyn Viola
Services Offered: Foreign language broadcasting, including transcriptions, scripts, recordings and talent.

VON BAUMANN STUDIOS INC.

331 E. 71 St., New York 21, N. Y.
Phone: RHeinlander 4-5508
Pres. & Treas.....E. F. Von Baumann
Exec. V.-P.....Cyril Von Baumann
Services Offered: Production of live and transcribed custom built radio and TV shows. Audi-vide-tizing (audio, video advertising commercials).

ROGER WHITE PRODUCTIONS

435 E. 57th St., New York 22, N. Y.
Phone: PLaza 5-3560
President .....Roger White
Assoc. Prod. & Edit. Supr...Leonard Traube
Music Director.....Dale Phalen
Services Offered: Producing and packaging of radio and TV programs, including publicity, promotion and research.

WOLFF-FELDMAN ENTERPRISES, INC.

214 W. 42 St., New York 18, N. Y.
Phone: LA 4-3450
President .....Max Wolff
Secretary-Treasurer .....Robert Feldman
Executive Producer.....Les Wintz
Talent .....Al Roth
Services Offered: Production and packaging of radio and TV shows for agencies and stations.

WORLD VIDEO, INC.

15 E. 47 St., New York 17, N. Y.
Phone: PLaza 9-3870
President.....Richard H. Gordon, Jr.
Vice-President .....John Steinbeck
Secty.-Treas. .....Irving Oppenheim
Dir. of Sales.....Wallace A. Ross
Producer .....Donald Davis
Producer.....Daniel Mann
Producer.....Edward Kenner
Services Offered: Package TV programs for sale, film programs, live programs, and combination film and live programs.

WYNN WRIGHT ASSOCIATES

17 W. 57 St., New York 19, N. Y.
Phone: PLaza 3-4417
Producer-Director .....Wynn Wright
Manager .....Charles Granzow
Casting Director.....Helen Wright
Services Offered: Building and producing radio & TV programs.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone PLaza 1323
President .....Frederic W. Ziv
Vice-President .....John L. Sinn
V.-P., Chg. of Sales.....Alvin E. Unger
Treas. & Comptroller.....Joseph L. Moore
Partner .....M. R. Ziv
Promotion Mgr. .....Samuel Glueck
Services Offered: Network and transcribed programs.

ZIV TELEVISION PROGRAMS, INC.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1323
President.....John L. Sinn
Vice-President.....Frederic W. Ziv
Manager .....Paul Blair
Services Offered: Produces open-end TV film covering wide variety of interesting subjects, available in commercial or sustaining basis, in both large and small markets from Coast to Coast.

APPLAUSE

for the sensational new

COLUMBIA

MICRO LP GROOVE

TRANSCRIPTIONS

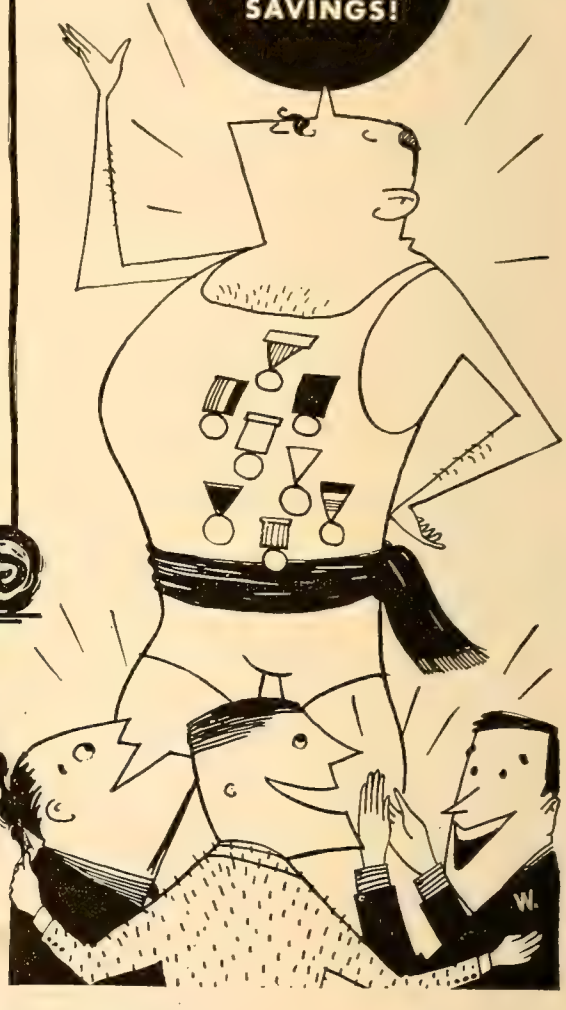
Radio stations and advertisers enthusiastically endorse all the advanced features of the amazing new micro-groove radio transcription technique—pioneered and perfected by Columbia!

NOW!
15 MINUTES ON A 10" RECORD!
22 Minutes On a 12" Record

NEW BANDING TECHNIQUE
Makes it possible to separate program segments for quick cueing.

EASIER AND CHEAPER TO PACK
Lower Shipping Costs
Saves Storage Space

UP TO 42% SAVINGS!



Wire, Write or Phone for Details

COLUMBIA TRANSCRIPTIONS

A DIVISION OF COLUMBIA RECORDS, INC.

New York: 799 Seventh Avenue, Circle 5-7300 • Los Angeles: 8723 Alden Drive, BRadshaw 2-5411
Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000

Trade-Marks "Columbia" and Reg. U. S. Pat. Off. Marcas Registradas

Transcription Companies

ALL-CANADA RADIO FACILITIES, LTD.

305 Victory Bldg., Toronto 1, Ont., Canada
Phone: Elgin 2464

President.....H. R. Carson
Eastern Manager.....G. F. Herbert
Program Manager.....J. S. MacKay
Sales Manager.....F. W. Cannon

Services Offered: Representative for transcription companies.

ADVERTISERS RECORDING SERVICE, INC.

113 W. 57 St., New York 19, N. Y.
Phone: CIrcle 6-0141, 0142
(See detailed listing under Program Producers)

ADVERTISERS RECORDING, LTD.

624 Dominion Sq. Bldg., Montreal, Que.
Phone: MArquette 6368

President-Gen. Man.....Walter P. Downs
Secretary.....Marjorie C. McKeown

Services Offered: Transcription and private wire service.

AFFILIATED PROGRAM SERVICE, INC.

525 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881

President.....Paul F. Adler

Services Offered: Sales representatives of transcribed programs and properties. Facilities for pressing records and transcriptions. Script services.

ALLENTOWN RECORD CO., INC.

10th & Walnut Sts., Allentown, Pa.
Phone: 3-7405

President.....Sanford L. Wartell
Treasurer.....John L. Schwartz
Secretary.....Sidney Rubin

Services Offered: Phonograph record pressing contractors, working exclusively in unfilled vinylite and agralite, pressings available in red or black.

APEX RECORDING STUDIOS, INC.

119 W. 57 St., New York, N. Y.
Phone: PLaza 7-7067-8-9

President.....Robert E. Scheuing
Secretary-Treasurer....Sidney M. Feitelberg
Chief Engineer.....Thomas Dowd
Publicity.....Elayne H. Fox
Engineer.....Fred Grau
Engineer.....Jack Kenney

Services Offered: Complete theater studio facilities including Hammond Organ, sound effects, commercial record pressings, NAB standard transcriptions, reference auditions, off-the-air recordings. Remote location facilities, Tape and wire recording facilities. TV air checks.

ARIZONA RECORDING PRODUCTIONS

834 N. 7th Ave., Phoenix, Ariz.
Phone: 2-2016

Owner-Manager.....Raymond Boley
Secretary.....Mary Clancy

Services Offered: Commercial transcriptions, air-checks, spot announcements, script service. Lateral cut at 33 1/3 and 78 r.p.m. NAB standards.

ARTS RECORDING STUDIOS

29 W. 57 St., New York 19, N. Y.
Phone: PLaza 8-0407

Owner-Chief Engineer....John R. Cieferskor
Associate Engineer.....Earl E. Welch
Manager.....M. Cieferskor

Services Offered: Complete transcription and commercial recording facilities. Fast pressing service direct from our own plant.

ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.)

151 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-7710

Vice-Pres. & Gen. Mgr.....Richard S. Testut
Vice Pres. Chg. Sta. Rel.....Bert C. Lown
Vice Pres. & Treas.....John C. Andrus
Vice Pres. Chg. Rec.....Andrew M. Wiswell
Commercial Mgr.....Clifford M. Greenland
Dir. of Prom.....James W. Lucas
Program & Prom. Mgr.....Leslie F. Biebl
Account Executive.....John O'Connell

Services Offered: Transcribed musical library service for radio stations. Integrated script service for locally sponsored musical programs based on APS selections. Special music libraries for television programming and for schools and colleges with radio courses.

Your sales go up



"Swing and Sway with SAMMY KAYE". . . featuring The Kaydets, the Kaye Glee Club, other name artists.

Music by ROTH . . . Allen Roth's orchestra and 16-voice chorus. Everything from barrelhouse to Beethoven . . . richly arranged.



The TEX BENEKE Show . . . exclusive Beneke and Miller arrangements by one of America's top bands!



FRAN WARREN sings . . . a dramatic voice and personalized style just for you and your listening audience. Allen Roth directs.







The RAY McKINLEY Show . . . Ray McKinley, his vocals, his drums and the most versatile band in the land.

Here's JUNE CHRISTY with the Johnny Guarnieri Quintet—a new approach in sophisticated rhythm.



"CLAUDE THORNHILL presents Win A Holiday" . . . a famous band plus a local-national contest: listeners name untitled melodies, win trips to New York.

with the new era in *Thesaurus*

These big names and many more . . . for top sponsor-appeal, top **sales power!**

You get more practical help than ever before from the **new** Thesaurus. More big stars are being added to the Thesaurus family . . . drawn from the vast fund of recording artists at RCA Victor and other talent sources (just a few are shown on this page). You get comprehensive programming, promotion, publicity . . . a steady flow of **current** hit tunes, weekly continuity, special shows. Skilled network writers do your scripting. Lots of production "extras." New THESAURUS can help you to **more** sponsored programming!

RCA recorded program services

Radio Corporation of America
RCA Victor Division
120 East 23rd St., New York 10, N. Y.
MU 9-0500

Regional Offices:

445 No. Lakeshore Drive
Chicago 11, Ill.
Whitehall 4-2900

1016 No. Sycamore Ave.
Hollywood 38, Cal.
Hillside 5171

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TELEWAYS SHOW

★ **FOR EVERY BUDGET**
★ **FOR EVERY PRODUCT**
★ **FOR EVERY AUDIENCE**

The Following Transcribed Shows Are Now Available . . . . . .

AT LOW COST!

- JOHN CHARLES THOMAS
  260 15-Min. Hymn Programs
- SONS OF THE PIONEERS
  260 15-Min. Musical Programs
- RIDERS OF THE PURPLE SAGE
  156 15-Min. Musical Programs
- STRANGE WILLS
  26 30-Min. Dramatic Programs
- FRANK PARKER SHOW
  132 15-Min. Musical Programs
- MOON DREAMS
  156 15-Min. Musical Programs
- BARNYARD JAMBOREE
  52 30-Min. Variety Programs
- DANGER! DR. DANFIELD
  26 30-Min. Mystery Programs
- STRANGE ADVENTURE
  260 5-Min. Dramatic Programs
- CHUCKWAGON JAMBOREE
  131 15-Min. Musical Programs

SEND FOR FREE AUDITION PLATTER AND LOW RATES FOR YOUR STATION

Write! Wire! Phone!



TELEWAYS
HOLLYWOOD

RADIO PRODUCTIONS, Inc.
8949 SUNSET BLVD., HOLLYWOOD 46
PHONES: CRestview 6-7238 • BRadshaw 2-1447

ATLANTIC AND PACIFIC BROADCASTING SYSTEM

Box 2222, Hollywood 28, Calif.
Vice President & Gen. Mgr.....Jack Parker
Associate Producer & Asst. Gen. Mgr.
Ray Bond
Chief Script Editor & Producer
Betty Underwood
Traffic Manager.....Royal F. King
Stations Relations Mgr.....Ann Blue
Program Manager.....Mary Blue
Public Relations Mgr.....Ben Gaye
Commercial Mgr.....H. Albert Rice Sr.
San Francisco Mgr.....Kaye Hyde
Chicago Manager.....A. F. Parker, Jr.
New York Mgr.....Ross Van Nibroc

Services Offered: Transcription network, programs produced to order, Full commercial copy service, Scripts to order, Associated with TV Films of America, Three-Minute Sermons, Inc. and Crest Film and TV Productions.

BELTONE RECORDING CORP.

709 8th Ave., New York 17, N. Y.
Phone: LU 2-2920
President.....Leslie C. Cahan
Vice Pres. & Treasurer.....Shirley Cahan

Services Offered: Recording, catering to the independent phonograph record companies and the advertising companies requiring electrical transcriptions.

FORD BOND RADIO PRODUCTIONS

810 RCA Bldg. W., New York 20, N. Y.
Phone: CIrcle 7-2236
(See detailed listing under Program Producers)

BRINKLEY RECORDING CO.

232 E. Erie St., Chicago 11, Ill.
Phone: DElaware 7-4786
Owner-Manager .....Jack Brinkley

Services Offered: Transcriptions and phonograph records, open-end syndicate programs produced to client's specifications, commercial announcements and spots on Sound Film for TV. (Not equipped to produce full length TV films.)

Sound recorded on disc, tape, film. Masters and Pressings.

CAPITOL RECORDS, INC. BROADCASTING DIVISION

Sunset & Vine, Hollywood 28, Calif.
Phone: Hollywood 9-8171
Sales Manager.....Clifford E. Ogden
Program Director.....Kenneth Nelson
TV Production Director.....Elmo Williams
Production Manager.....Larry A. Robbins
Eastern Rep.....James M. Flenniken
Central Rep.....Robert L. Howell
Southern Rep.....William T. Stubblefield

Services Offered: Producers and distributors of Capitol transcribed music library for AM, FM and film TV programs.

THE CARDINAL CO.

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HEmpstead 1177
President.....Joseph F. MacCaughtry
Vice President.....G. L. MacCaughtry
Secretary-Treasurer.....Joseph T. Scott

Services Offered: Radio and TV productions, live and transcribed; script service.

CINEMART, INC.

Exec. & Sales Offices
565 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 8-3837
Sound Studios
101 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 4-1562
1657 Broadway, New York 18, N. Y.
Phone: MUrray Hill 4-1562
President .....Varian Fry
Secretary-Treasurer.John Henry MacDonnell

Services offered: Complete sound recording services, including auditions, air and line checks, phonograph masters, transcriptions for broadcast, shellac and vinylite pressings, film recording, tape and wire recording, location recording. Production of 35 and 16 mm. films for advertising, industry and TV.

COASTAL RECORDING CO.

136 W. 52 St., New York 20, N. Y.
Phone: CIrcle 6-3900
Manager .....Bob Hoffman
Chief Recording Engineer
George Schisselbauer

Services Offered: All types of recording services off-the-air, off-the-line studio and remote. Tape, wire and disc equipment available. Masters, pressings and instantaneous discs supplied. Program helps of all types available.

COLUMBIA TRANSCRIPTIONS
(A Division of Columbia Records, Inc.)

799 Seventh Ave., New York 19, N. Y.
Phone: CI 5-7300
General Manager.....Robert J. Clarkson
Assistant General Mgr.....Martin D. Schnall
Account Executive.....Alden O. Carlson
Account Executive.....Carl Reinschild
Manager, Chicago Office.....Girard D. Ellis
410 N. Michigan Ave., Chicago, Ill.
Dir. West Coast Oper.....Andrew J. Schrade
8723 Alden Drive, Hollywood, Calif.

Services Offered: Studio recording—disc and tape—for standard recordings and long playing microgroove. Manufacturing facilities for transcriptions and phonograph records. Script and production service.

When you can get RCA "Know-How"

...why take anything less?

Whatever your recording requirements may be, you get *top satisfaction* when RCA Victor does the job for you.

RECORDING • PROCESSING • PRESSING

★ All types of phonograph records
★ Transcriptions of every description for every need
★ Slide film and promotion recording facilities
★ Careful handling and prompt delivery

CONTACT AN RCA VICTOR CUSTOM RECORD SALES STUDIO:

120 East 23rd Street
New York 10, New York
MU 9-0500

445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-2900

1016 North Sycamore Avenue
Hollywood 38, California
Hillside 5171

You'll find useful facts in our Custom Record Brochure. Send for it today!

First in the field!

RCA VICTOR DIVISION

CUSTOM RECORD SALES

RCA

"HIS MASTER'S VOICE"

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595

Writer-Producer.....Gordon M. Day
Producer.Director .....Carol Bulkley
Copy Supervisor, Retail Radio Dir.
Luise Johnson

Services Offered: Creation and production of singing commercials, dramatic commercials and spots of all types; musical composition and arranging; radio department services to advertising agencies; retail radio. TV spots and programs.

DECCA RECORDS, INC.

50 W. 57 St., New York 19, N. Y.
Phone: COlumbus 5-2300

Vice Pres. Chg. Recording.....Dave Kapp
Special Service.....Edward Strauss

Services Offered: Custom-built electrical transcription records.

EMPIRE BROADCASTING CORPORATION

480 Lexington Ave., New York, N. Y.
Phone: PLaza 9-4500

President & Treasurer....Helen D. Kelleher
Vice President.....Arthur Lubo
Secretary .....John Hughes Dwyer

Services Offered: Studios, Air Checks, Line Checks, Portable Jobs and Tape Recording.

FRANKAY & JACKSON RECORDING STUDIOS, INC.

48 W. 48 St., New York 19, N. Y.
Phone: JUdson 6-9030

President .....Harry Jackson
Vice President.....Frank Kay
Sec'y and Treas.....Betty Jackson
Business Mgr.....Harry Jackson

Services Offered: Off-the-air recordings (air checks); spot announcements; transcriptions; large studios for rehearsals; masters and pressings; copies made from your recordings.

MITCHELL GERTZ AGENCY, INC.

240 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 4-5491

President .....Mitchell Gertz
Motion Picture Division.....Jerry Briskin
Literary Division.....Arthur Hyman
Radio & TV Division.....Bob Davey

Services Offered: Packagers of Radio and TV shows—live, transcribed, or kiniscoped. Talent and technicians for all types of production: producers, directors, production managers, art directors, set designers, writers, cameramen, actors and actresses, dialogue directors, composers, arrangers, conductors, editors, cutters.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53 St., New York 22, N. Y.
Phone: PLaza 5-6131

President-Gen. Mgr.....Harry S. Goodman
Vice Pres.-Charge Sales.Everett F. Goodman
Vice Pres.-Charge TV...Daniel R. Goodman
Secretary.....H. D. Knuth

Services Offered: Producer of syndicated transcribed radio shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

GEORGE HEID PRODUCTIONS

1005 Century Bldg., Pittsburgh 22, Pa.
Phone: GRant 1-3696

President .....George Heid
Recording Engineer.....Joseph Moran
Office Manager.....Jacqueline Alexander
Musical Director.....Max Adkins

Services Offered: Radio and TV programs, continuity, recordings, transcriptions on disc or tape, commercial spots and jingles, air checks, complete slide film production, sound for mechanical displays, TV spots on film.

MARY HOWARD RECORDINGS

37 E. 49 St., New York 17, N. Y.
Phones: PLaza 3-4800 Ext. 47 & 55

Owner .....Mary Howard
Chief Engineer.....Ray Lyons
Mgr. Chg. of Sales and Prom.
Betty Jane Keilus
Office Manager.....Gretchen C. Howard

Services Offered: Off-the-air and off-the-line recordings. Commercial records, transcriptions all studio facilities—package shows and spots. Ampex tape recording and editing facilities (tape to records—records to tape). Audio ends of TV shows.

KASPER-GORDON, INC.

140 Boylston St., Boston 16, Mass.
Phone: DEvonshire 8-7357

President-Production Mgr...Edwin H. Kasper
Treasurer-Commercial Dir...Aaron S. Bloom
Office Manager.....Robert W. Graham
Engineer .....Frederick Piroumian

Services Offered: Transcribed spots, jingles, and programs—custom-built and "open-end" (syndicated); oldest syndicated transcription company in the U. S. "Live" programs; complete recording facilities including disc, wire, and tape; two studios; Mason & Hamlin Grand Piano and Hammond Organ; syndicated musical, dramatic, and specialized business programs. Script and talent services.

KEYSTONE BROADCASTING SYSTEM, INC.

580 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-1460

Executive Vice-Pres.....Naylor Rogers
Vice President.....Joseph Bayer
Vice President.....Arthur Wolf
Secretary-Treasurer.....Sidney J. Wolf
Ass't Secretary.....William Bayer
Eastern Sales Mgr.....Noel A. Rhys
Research Director.....James A. Yergin
Office Manager.....Eve Bannier

Branch Offices

134 N. LaSalle St., Chicago 2, Ill.
Phone: STate 2-4590
Secretary-Treasurer.....Sidney J. Wolf
Dir. of Sta. Rel.....E. R. Rogers
Acc'nt & Office Mgr...Elizabeth M. Mueller
Western Sales Manager.....Naylor Rogers
Special Representative...Edwin R. Peterson

310 Citizens Bldg., Cleveland 14, O.
Phone: CHerry 4050
Mid-Western Sales.....Louis M. Bloch, Jr.

Services Offered: Keystone Broadcasting System is a transcription network principally covering BEYOND METROPOLITAN markets from coast-to-coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 380 affiliated stations. Twenty-four fully scripted sustaining shows per week, filling one hour per day, seven days each week, to a total of seven hours per week. This is the only national, full-sized network in the U. S. offering national radio advertisers the opportunity to cover the BEYOND METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length.

LANG-WORTH FEATURES PROGRAMS, INC.

113 W. 57th St., New York 19, N. Y.
Phone: CIrcle 6-7410

President.....C. O. Langlois
Vice President.....W. O'Keefe
Secretary.....A. Walter Socolow
Representatives
John D. Langlois, Ralph S. Hatcher
Program Director.....Doris Kaye
Office Manager.....C. O. Langlois, Jr.

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed.



C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
Phone: Dunkirk 4-4191

President.....C. P. MacGregor
Manager.....George R. Jones
Studio Director.....Victor Quan
Production Mgr.....Paul Quan
Chief Engineer.....A. Q. Felthousen
Eastern Sales Mgr.....Nat V. Donato
Mid-West Sales Mgr.....Wm. M. Mertz, Jr.

Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electro-plating of masters and production on vinylite pressings.

MAYFAIR TRANSCRIPTION CO.

8511 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 1-8151

Executive Vice Pres.....B. A. Joslin
Production Manager.....Vern Carstensen
Office Manager.....Florence Jordan

Services Offered: Producers and distributors of open-end transcribed shows; tailor-made transcribed programs; transcribed announcements. "Alan Ladd-Box 13"; "Damon Runyon Theatre"; "The Unexpected"; Knox Manning's Behind the Scenes."

FRED C. MERTENS & ASSOCIATES

946 S. Normandie Ave., Los Angeles 6, Calif.
Phone: DUnkirk 3-7372

President.....Fred C. Mertens
Production & Service Mgr....George L. Price

Services Offered: Five-minute transcribed spots; scripts, ideas, copy, production.

CHARLES MICHELSON, INC.

23 W. 47 St., New York 10, N. Y.
Phone: PLaza 7-0695-6

President .....Charles Michelson

Services Offered: Porto-Playback Machines and Gennett & Speddy-Q Sound effects Records. Half-hour and quarter-hour transcribed program features.

MORTON RADIO PRODUCTIONS, INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-4144

President .....Morton Jacobson
Secretary .....Cecelia Jacobson

Services Offered: Open-end and custom built transcriptions, live packages. Transcribed programs.

ppears only on the nation's
inest transcriptions

- Recording studios—vertical, lateral and tape
- Gold-sputtered masters—masterpieces of invariable quality
- Muzak-compounded Vinylite
- Transcriptions and phonograph records
- Most advanced methods and facilities
- Experienced, conscientious craftsmanship

All or any of these Muzak specialized services are available to you.

ur next transcription will sound better—and will be better—if processed by Muzak.

Muzak TRANSCRIPTION DIVISION
Reg. U. S. Pat. Off. *a service of Muzak Corporation*

les Dept., 250 West 54th St., New York 19, N. Y. PLaza 7-7700

Executive Vice-Pres.....Naylor Rogers
Vice President.....Joseph Bayer
Vice President.....Arthur Wolf
Secretary-Treasurer.....Sidney J. Wolf
Ass't Secretary.....William Bayer
Eastern Sales Mgr.....Noel A. Rhys
Research Director.....James A. Yergin
Office Manager.....Eve Bannier

Branch Offices

134 N. LaSalle St., Chicago 2, Ill.
Phone: STate 2-4590

Secretary-Treasurer.....Sidney J. Wolf
Dir. of Sta. Rel.....E. R. Rogers
Acc'nt & Office Mgr....Elizabeth M. Mueller
Western Sales Manager.....Naylor Rogers
Special Representative...Edwin R. Peterson

310 Citizens Bldg., Cleveland 14, O.
Phone: CHerry 4050

Mid-Western Sales.....Louis M. Bloch, Jr.

Services Offered: Keystone Broadcasting System is a transcription network principally covering BEYOND METROPOLITAN markets from coast-to-coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 380 affiliated stations. Twenty-four fully scripted sustaining shows per week, filling one hour per day, seven days each week, to a total of seven hours per week. This is the only national, full-sized network in the U. S. offering national radio advertisers the opportunity to cover the BEYOND METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length.

LANG-WORTH FEATURES PROGRAMS, INC.

113 W. 57th St., New York 19, N. Y.
Phone: CIrcle 6-7410

President.....C. O. Langlois
Vice President.....W. O'Keefe
Secretary.....A. Walter Socolow
Representatives
John D. Langlois, Ralph S. Hatcher
Program Director.....Doris Kaye
Office Manager.....C. O. Langlois, Jr.

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
Phone: Dunkirk 4-4191

President.....C. P. MacGregor
Manager.....George R. Jones
Studio Director.....Victor Quan
Production Mgr.....Paul Quan
Chief Engineer.....A. Q. Felthousen
Eastern Sales Mgr.....Nat V. Donato
Mid-West Sales Mgr.....Wm. M. Mertz, Jr.

Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electro-plating of masters and production on vinylite pressings.

MAYFAIR TRANSCRIPTION CO.

8511 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 1-8151

Executive Vice Pres.....B. A. Joslin
Production Manager.....Vern Carstensen
Office Manager.....Florence Jordan

Services Offered: Producers and distributors of open-end transcribed shows; tailor-made transcribed programs; transcribed announcements. "Alan Ladd-Box 13"; "Damon Runyon Theatre"; "The Unexpected"; Knox Manning's Behind the Scenes."

FRED C. MERTENS & ASSOCIATES

946 S. Normandie Ave., Los Angeles 6, Calif.
Phone: DUnkirk 3-7372

President.....Fred C. Mertens
Production & Service Mgr....George L. Price

Services Offered: Five-minute transcribed spots; scripts, ideas, copy, production.

CHARLES MICHELSON, INC.

23 W. 47 St., New York 10, N. Y.
Phone: PLaza 7-0695-6

President .....Charles Michelson

Services Offered: Porto-Playback Machines and Gennett & Speddy-Q Sound effects Records. Half-hour and quarter-hour transcribed program features.

MORTON RADIO PRODUCTIONS, INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-4144

President .....Morton Jacobson
Secretary .....Cecelia Jacobson

Services Offered: Open-end and custom built transcriptions, live packages. Transcribed programs.

appears only on the nation's finest transcriptions

- Recording studios—vertical, lateral and tape
- Gold-sputtered masters—masterpieces of invariable quality
- Muzak-compounded Vinylite
- Transcriptions and phonograph records
- Most advanced methods and facilities
- Experienced, conscientious craftsmanship

All or any of these Muzak specialized services are available to you.

Your next transcription will sound better—and will be better—if processed by Muzak.

Muzak TRANSCRIPTION DIVISION
Reg. U. S. Pat. Off. *a service of Muzak Corporation*
Sales Dept., 250 West 54th St., New York 19, N. Y. PLaza 7-7700

MUZAK CORPORATION

229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

President .....Harry E. Houghton
Exec. Vice Pres.....Charles C. Cowley
Vice Pres. & Treas.....John R. Andrus
Secretary .....Anna M. Kerner
Advertising Dir.....Ralph J. Roberts

Transcription Div.

Recording Studios: 151 W. 46 St., N. Y. C.
Phone: PLaza 7-7710
Sales Dept.: 250 W. 54 St., N. Y. C.
Phone: PLaza 7-7700

Vice Pres. & Gen. Mgr....Richard A. Wilson
Dir. of Sales.....Helen S. Wallace

Services Offered: Production facilities, recording studios (vertical, lateral and tape), gold-sputtered masters, Muzak-compounded Vinylite biscuits, Vinylite transcriptions and phonograph records, studio, off-the-line, off-the-air recordings. Complete services for recording studios, advertising agencies, packaged program producers, radio stations, public service organizations.

Wired Music Div.

229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

Vice Pres., Chg. of Sales...Curt H. Pfenniger
Vice Pres. & Treas.....John R. Andrus
Vice Pres., N. Y. Oper....Ethel W. Maclean
Promotion Mgr.....Roger L. Thaxter

Services Offered: Transcribed music library specially arranged, recorded and programmed for functional use by hotels, restaurants, offices, banks, factories, stores, and shops. Transmitted by telephone line from Musak studios in all principal cities.

NATIONAL RADIO FEATURES

100 State St., Albany 7, N. Y.
Phones: 4-8226, 8-1311

Vice Pres., Gen. Mgr.....Allen I. Stock
District Mgrs.....Al Wolman, Bernie Kaye, R. G. MacDonald.
Publicity Mgr.....Betty R. Pearl
Sales Mgr.....E. M. Stock

Services Offered: Special radio productions for radio station campaigns featuring the new Radio On Call production designed to have listening audience understand more fully what radio stations will do for them and the community.

NATIONAL RECORDING & FILM CORP.

540 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-5543

President .....Richard Bradley
Secretary-Treasurer.....B. J. Tunick

ALLIED RECORD MANUFACTURING CO., INC.

Largest custom processing and pressing plant in the country . . . silver nitrate processing—genuine Vinylite brand plastic pressings. Independent producers can rely on us for exceptionally fast service.

THIS YEAR send your master acetates to ALLIED.

1041 NORTH LAS PALMAS AVENUE • HOLLYWOOD 38 • HO 5107

(*See Color Advertisement on Page* 30)

Program Executive & Dir. of Radio Sales Natt Hale
Office Manager.....Leo Rabens

Services Offered: General advertising, ET and transcribed programs, library services, etc. . . . Script service program production, air checks, film program services.

PREMIER RADIO ENTERPRISES, INC.

3033 Locust St., St. Louis 3, Mo.
Phone: NEwstead 3555

President .....Theodore P. Desloge
Vice President.....Wilson Dalzell

Services Offered: Producers of transcribed radio programs, spot announcements, TV film commercials, 16 mm motion pictures. Complete disc, tape and film recording facilities. Processing and pressing 10, 12 and 16 inch transcriptions.

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111

Vice Pres. & Ass't Gen. Mgr..Oliver Gramling

Services Offered: Sports Star Special—a 15-minute interview and dramatization of personalities who are the "who's who" of the sports world; Special Assignment— a 15-minute dramatization of the exciting or unusual experiences of one reporter or another in covering news; Personality Time—a 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature.

GEORGE LOGAN PRICE, INC.

946 S. Normandie Ave., Los Angeles 6, Calif.
Phone: DUnkirk 3-7372

President.....George Logan Price
Sales Manager.....S. M. Lauch
Copy & Production Dir.....George Price, Jr.

Services Offered: Transcribed shows of 5 to 60 minutes, packaged or to order. Scripts. Publicity, promotion, public relations direction TV scripts, commercials, gimmicks.

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Phone: HIllside 5151

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Associate Director.....Sandra Munsell

London Representative

Towers of London, Ltd.
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Phone: LAngham 6248, 5050
(Harry Alan Towers)

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Vice Pres. & Studio Mgr...Chester L. Stewart
Chief Engineer.....Lyman J. Wiggin
Mgr. Film Recording Div., Richard J. Vorisek
Manager of Disc Recording Div..Robert Fine
Engineer.....Charles E. Campbell

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Vice Pres. & Gen. Mgr.....Emanuel H. Wolf

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General Manager.....Fred Fuld, Jr.
Secy.-Treas.....Joan Lane Rourke

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Treas. & Gen. Mgr.....Peter M. Rogers

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Betty Underwood
Chief Script Editor-Radio Div.
Ross Van Nibroc
Chief Script Editor-TV Div.....Allen Buick
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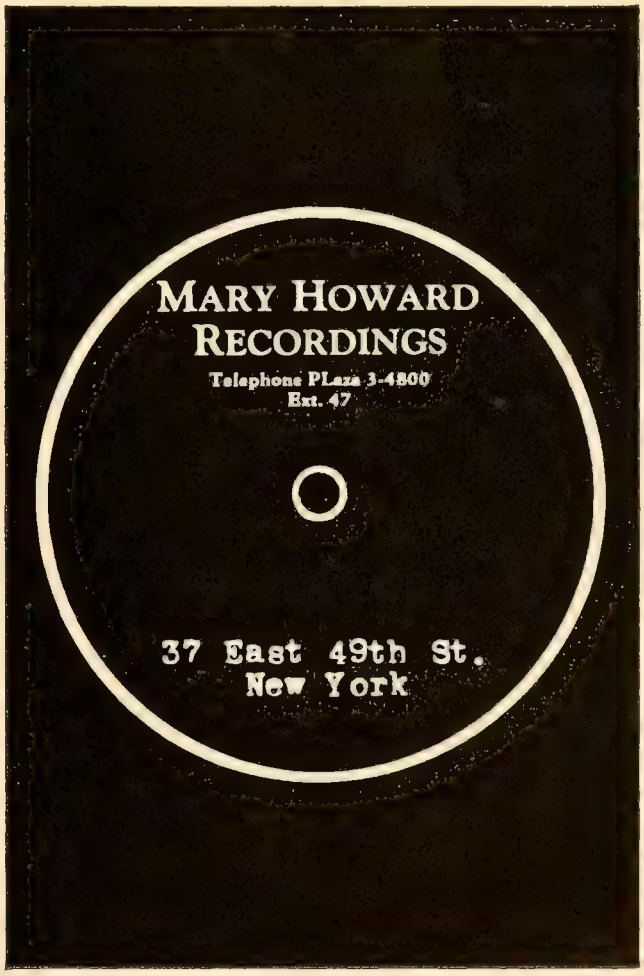
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Musical Director.....Vera Burdette
Chief Engineer.....Jim Johnson

Services Offered: Library of scripts and transcriptions, special productions, recording studios, producers of COLUMBINE records, processing and pressings of records and transcriptions.



TRANSCRIPTION LIBRARY SERVICES—1950

by
CLIFFORD E. OGDEN
Sales Manager, Capitol Records, Inc. Broadcast Div.

WHAT does a library service offer radio stations which any combination of music recorded for other purposes does not offer? They offer from forty-five hundred to fifty-five hundred selections of music, selected and produced for radio broadcasting. These tunes are chosen not only for maximum coverage of titles in the whole library, but for maximum selection of titles in the different classifications of music. This in itself makes your transcription library a music library in every sense of the word—not just so many thousand tunes of music. Secondly, your transcribed library service offers you reproduction quality necessary for good broadcast quality. Thirdly, library services today provide an entirely new set of outstanding musical programs built from each library service, generally with continuity, voice track, theme and bridge music, and outstanding promotion material. These programs are designed and put together by experts, are of network quality with tremendous listener and sponsor appeal. The man hours required by a station's promotion, continuity and music departments in duplicating any library's programming and promotion service would cost much more than the cost of a library to that station. A transcription library or a combination of transcription libraries properly selected for a station's type of operation, and exploited to the fullest will result in increased audience and increased commercial revenue.

•

Radio stations, on one important consideration, have a pronounced reason individually and as an industry to subscribe to not as few libraries as possible—but as many as possible. In a closely allied phase of the music business it has been very well demonstrated that a broadcast supported operation is a guarantee of their supply of music at an equitable cost. Transcription services depend on the broadcasting industry for their existence. Their existence is the broadcasting industry's guarantee of transcribed music at an equitable cost. A strong competitive transcribed library business is vital to the radio broadcast industry!

•

Take another look at your recorded music library. If it doesn't contain one or more transcription libraries—you are missing a bet program-wise and commercial-wise. Call in the library representatives for a hearing. You will be glad you did.

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ASCAP is a useful, progressive Citizen. It acts in the best interest of the Public, while faithfully serving its Customers and Membership.

ASCAP is frank and friendly.

ASCAP fosters and safeguards the musical talent of American youth, by increasing incentives, providing security and protecting their creative product.

ASCAP aspires to preserve the American freedom of thought and expression, for only in such climate—free from social, economic and political pressure—can creative talent reach its full height.

ASCAP realizing that talent is not the property of any single group, accepts composers and authors to membership without regard to race, creed or color.

ASCAP strives to bring to an ever-widening audience a fuller appreciation of America's rich musical heritage. THE SOCIETY freely fosters the performance of its members' music without compensation, for diverse public, educational, therapeutic and charitable uses.

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A. S. C. A. P

By FRED E. AHLERT

President

IN 1950 the American Society of Composers, Authors and Publishers will enter its 37th year of service to licensees and members. Acting in the best interest of the public, its customers and its members, ASCAP performs two important functions:

1. It provides a readily accessible source at which promptly and with no confusion may be cleared for performance a vast number of copyrighted musical works.
2. It distributes to the members their proportionate shares of funds paid for commercial performances.

Without ASCAP there would be endless confusion both for the members and for the great number of business enterprises—including Radio and Television—using music as an important element of their operations.

ASCAP enters upon its 37th year with a membership in excess of 2,400. The Society's members include more than 2,000 composers and authors of musical works, and nearly 400 publishers of these works. Native born Americans from every state, as well as American citizens born in some 40 countries make up its membership.

I am happy to state that our business with Radio and Television is conducted in an atmosphere of mutual confidence. The ASCAP-Radio agreement is just entering upon the second of its two nine-year terms. We expect our television agreements will be consummated with a terminal date of December 31, 1953. Important network Television agreements have been already signed, and we are confident that we shall soon have signed the remaining Television contracts.

My opinion, expressed a year ago, that Radio will not suffer from Television competition has been strengthened by the progress of events. Each medium occupies a distinct field. Each complements the other.

As President of ASCAP, speaking for its 2,400 members, I salute Radio and Television with the earnest hope that 1950 may bring to these great industries increased opportunity and increased reward for their service to the American.

ASCAP maintains headquarters in the RCA Building, Radio City, with 25 branches throughout the country. Officers as of Jan. 1, 1950 are:

Fred E. Ahlert ..... *President*
Saul H. Borne ..... *Vice President*
Otto A. Harbach ..... *Vice President*
George W. Meyer ..... *Secretary*
Louis Bernstein ..... *Treasurer*
Donald Gray ..... *Assistant Secretary*
Frank H. Connor ..... *Assistant Treasurer*

The Board of Directors comprises 12 writer- and 12 publisher-members, eight of whom are elected annually by the membership for three years terms.

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Sun Music Co., Inc.
Sunset Music Publishers
Superior Music, Inc.
Supreme Music Corp.
Tempo Music, Inc.
Thomas, John, Music Corp.
Tin Pan Alley
Tobey Music Corp.
Tobias & Lewis, Music Pub.
Tone Music Company
Towne Music Corp.
Transcontinental Music Corp.
Triangle Music Corp.
Tropical Music Publishers
United Music Corp.
University Music Corp.
Urban Music Publications
Valando Music Corp.
Variety Music
Victor Publishing Co.
Victoria Publishing Co.
Viking Music Corp.
Villa-Lobos Music Corp.
Villa Moret, Inc.
Vogel, Jerry, Music Co., Inc.
Volkwein Bros., Inc.
Von Tilzer, Harry, Music Pub.
Warnow, Mark Music
Warock Music, Inc.
Warren, Harry, Music, Inc.
Waverly, Mr. Jack
Sam Weiss Music, Inc.
West'rn Music Publishing Co.
Whale Music Corp.
Williamson Music, Inc.
Willis Music Co.
Windsor Music Corp.
Jacque E. Horn
Witmark, M., & Sons
Wood, B. F. Music Co.
Woodward Music, Inc.
Words & Music, Inc.
World Music, Inc.
Worth, Bobby, Music Pub. Inc.
Yankee Music Publishing Corp.
Yellen & Fain

BROADCAST MUSIC, INC.

By CARL HAVERLIN

President

ENTERING its 10th year of service to the broadcasting industry and all users of music as well, BMI has amply demonstrated the value of free enterprise in a competitive field as compared to a monopoly type of operation. As BMI marks its 10th Anniversary the fact is generally accepted that the organization has arrived. Actually BMI "arrived" concurrent with the time it became operative. Its reason for being, "To create an independent source of music," virtually became a reality when BMI made available its first reservoir of music. This meant music in the fullest sense of the word. Not only popular music such as may be heard on "Your Hit Parade," but symphonic works, ballet and every conceivable type of serious composition.

True the past season saw BMI-licensed music forge to the front ahead of all others both in the popular and folk music classifications. As many as four out of a possible seven tunes on "Your Hit Parade" were at times BMI. While one end of the BMI business may watch the "Hit Parade" and Peatman sheet with concern, another end notes that the ballet troupe playing the New York City Center averaged more than 20 per cent BMI licensed music during course of its three-week run, and virtually all other music used was public domain. Arturo Toscanini, conducting the NBC Symphony Orchestra, frequently delves into the BMI repertoire of serious music. Early last December, he presented an all-BMI program. This venerable maestro selects his music first and never worries about who licenses what. In making up an all-Italian program he selected Giordano, Puccini, Busoni and Respighi. About 80 per cent of this music was AMP, a wholly owned subsidiary of BMI and the rest also licensed through BMI. Such performances BMI takes in its stride. For one of the reasons for the purchase of AMP outright was to maintain the flow of serious music as well as that of other categories.

And while hoeing its rows of standard crop, BMI can never be accused of neglecting to plant the corn. For BMI has parlayed the so-called hillbilly song into the top popular classification, and every juke box operator in the country depends upon these songs for the major portion of his play.

Thus, BMI's first decade may be considered as the period during which it consolidated its position as an international force in creating an independent source of supply of music. And last but not least it has saved the broadcasting industry many millions of dollars which would have been spent in excessive performing rights license fees.

OFFICERS OF BMI are: Carl Haverlin, president; Sydney M. Kaye, vice-president and general counsel; Robert J. Burton, vice-president in charge of publisher relations; Charles A. Wall, vice-president in charge of finance; Roy Harlow, vice-president, station relations; Jean Geiringer, vice-president, foreign relations; and Charles E. Lawrence, assistant treasurer.

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A-1 Music Publishers of Amer.
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Acme Music Corporation.
Acuff-Rose Publications
Adams-Vee & Abbott, Inc.
Adanac Music Company
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Aladdin Music Publications
Algonquin Music, Inc.
Allegro Music, Inc.
Allen, Rick Publications
Allied Music, Inc.
Alvin Music Corporation
American Composer's Alliance
American Music, Inc.
Amigo Music Publishing Co.
Anson Music Publishing Co.
Appleton-Century, D. Co., Inc. (B.M.I.)
Aragon Music Company
Arberne Music Co.
Ardsley Music Company
Arlene Music Co.
Arena Stars Incorporated
Arrow Music Press, Inc.
Associated Composers, Inc.
Associated Music Publishers, Inc.
Aurora Music Publishers
Autry, Gene Music Publishing, Inc.
Avery Music Company
Avon Music, Inc.

Ball Music Publishing Company
Banbury Music, Inc.
Bandbox Music Incorporated
Bar Music Publishing Company, Ltd., The
Barclay Music Company
Barron Music Company
Bartlett & Hartman Music Publishers, Inc.
Baton Music Publishers
Beacon Music Company
Becker-Williams Publications
Beechwood Music Corp.
Bell Music Co.
Bellmore Music Pub. Co.
Bell-Tone Music Publishing Co.
Berger Publishing Company
Berwick Music Corp.
Beverly Music Company
Biehl, Rose
Biltmore Music, Inc.
Blane Music Company
Blazon Music Company
Block, Martin Music Inc.
Bluebird Music Company
Blue Note Records
Bluestone-Bernard Music Pub.
BMI Canada Ltd.
Bomart Music Corp.
Brenner Music, Inc.
Brightlights Music Publishing
Broadcast Music, Inc.
Byron Music Co.

Cameron Music Co.
Camille's Music Company, Ltd.
Campbell Music, Inc.
Canfield, Cogswell
Cardinal Music Publications
Carnival Music Company, Inc.
Carol Music Company
Carson-Carrier Publications
Casa Musicale Sonzogno
Cascales, Joe, Music Publisher
Cavalier Music Pub. Co.
Celestial Music Pub. Co., Inc.
Century Songs, Inc.
Cerabino, Joseph
Charill Music Pub. Co.
Chase Music Co.
Checker Music Publishing Company
Chelsea Music Corporation
Cherio Music Publishers, Inc.
Chords Music Publishers
Christian Music Publishing Co.
Cille and Dail Publications
Cinephonic Music, Inc.
Claremont Music Company
Click Music Publishing Company
Close Harmony Publications
Clow, O. B. (Estate of)
Coast to Coast Music Corp.
Cole Corporation, M. M.
Collwill Corporation
Colonial Music Publishing Co., Inc.
Columbia Music Publishing Company
Commercial Music, Inc.
Commodore Music Corporation
Continental Music Publications Co.
Continental Record Co.
Copyright Music
Cornell Music Company
Country Music
Crestwood Publications
Crocker, Al
Cross Music Company
Cross, Samuel Avery
Crossroads Music Co.
Crowe, Edward
Crowe, Edward and Pyle, Pete

Dallas Music Co., Inc.
Dana Music Co., Inc.
Dance Music Corp.
Daniels Music Publishing Company
Darrell, Jack, Music Publisher
Davis & Ostergard
Davis Music Company
Dawn Music Co.
Dayton Smith Publications
D. Davis & Co., Pty.
Dennis Music Co.
Dexter, Al and Paris, James
Dexter, Al, Music Publishing
Dinehart Music Company, The
Dixie Music Publishing Co.
Dolan, Ann
Domino Music Corporation
Doraine Music Publishing Co.
Doraine, Peter, Inc.
Doray, T., Music Publishing Co.
Dornix Music, Inc.
Douglas Publishing Company
Duchess Music Corporation
Dumac Music Corporation
Dunray Music Company
Duo Music Publishing Corp.

Eagle Music Publishing Corporation
East Coast Music Publications
Eberle-Maxted Music Co.
Eccma Music Company
Echoes of Victory Music Pub. Company
Editions Musicales Victoria Musical Editions
Editora Dominicana De Musica, C. Por A.
Edizioni Kramer (Milano)
Edizioni Mascheroni (Milano)
Edizioni Musicali Di Lazzaro
Edizioni Musicali Italiane
Edizioni Suvini Zerboni
Edlee Music Corp.
Edward Music Service
Edwards, Norman, Music Pub.
Elkane Music Company
Elliott, Lewis
Elmore, C. M. Publisher
Elsmo Bros. Publishers
Elwood Publishing Co.
Embassy Music Corp.
Emco Music Company
Emerald Music Company
Emerson Music Publications, Inc.
Encore Music Publications, Inc.
Enos, Clyde
Esquire Music Co.
Essay Music Company
Essgee Music Publishing Corp.
Excelsior Music Publishing Co.
Executive Music Corporation

Fairfax Music Company
Fairway Music Corp.
Fame Music Company
Fi-Del Music Publishing Co.
Fifer, C. Arthur
Fine Songs
Fletcher Publishing Company
Florida Music Company
Flye-Bye-Knight Pub. Co.
Folk Songs
Ford Music, Inc.
Foremost Melodies Inc.
Forest Glen Music Publishers
Four-Star Music Company
Fowler, Wallace Publications
France Music Company
Francis & Wilmore Music Pub.

Franco-American Publications
Freed & Hall Music Publishers
Freeman, Albert Edward
Freeman Music Co.
Fremart Music Company
Frey, Fran and Company
Friedly, Lowell G. & Company
G & W Music Publications, The
G. M. S. Music Publishing Co.
Gala Music Publishing Corp.
Gilbert Music Publishers
Glamor Music Co.
Globe Publications
Goday Music Inc.
Golden Gate Quartet Music Co.
Golden Tune Publishers
Golden West Melodies, Inc.
Golden West Music Publications
Gollatz Music Publisher
Goode Music, Inc.
Gordon Music Company
Gordon Music Publisher
Green Music Publications
Grimes Music Publishers
Guinand, Clinton
Guy Publishing Company, The
H. M. Banner Publications
Halama, Frank J., Publications
Halmac Company
Hamilmeyer Music Publishing Company
Hanna & Co. Music Compositions
Happy Songs, Inc.
Harmony House
Harmony Music Publishers
Hartmann, Edward & Lynette
Hartmann & Van Horn
Harwall Music Publishers
Haun, Dal E., Company
Hawaii Conservatory Pub. Co.
Hemispheric Publications
Hendrix Music Publications
Hill and Range Songs, Inc.
Hill Music Publishing Company
Hillbilly Music Publishing Co.
Hilliard-Currie Music Publishers
Hillside Music Publishers
Hinds, Hayden & Eldredge, Inc. (B.M.I.)
Hit Parade Publications
Hockenhull's Music Publications
Hoffman, Carrie
Holden, Alfred H.
Holdsworth, Elmer
Hollywood House Music Publishing Co.
Hollywood Melody Publishing Co.
Hollywood Music Sales
Hollywood-Western Music Co., Inc.
Holmes Publications
Hoosier Music Publications
Hopkins, Earle C.
Horoscopes in Song
House of Carols
House of Irish Songs
House of Melody
Howard, Jack, Publications, Inc.
Hub Publishing Company
Humphries, Bruce, Inc.
Hunter's Music House
Hynnes Music Company
Imco Music Publishing Co.
Imperial Music Publishing Co.
Inco Music Company
Independent Music Publishers
Indigo Music, Inc.
Ineman, James
Inspired Music Company
Inter-American Music Pub. Co.
Intermountain Specialty Sales Company
International Dance Studio
International Popular Music Co.
Irma Music Company
J.A.Y. Music Company
Jackson Music Corporation
Jahnke Publishing Company
James, Floyd Duke
Janis, Stephen
Jardy Music
Jay-Dee Music Corporation
Jay Method, Publisher
Jean Music Company
Jill Music Co.
Jo-Ann Music Company
John Mason's Pub. Co.
Johnstone-Montei, Inc.
Johnstone Music, Inc.
Jones, J. Grayson, Music Company
Joseph Music
Judson Music Co.
Jupiter Publishing Company
Kammen, J. & J., Music Co.
Kampas, William T.
Kaolene Corp.
Karen Publications
Karr, Jerome J.
Kaymusic Publishers
Kayro Music Publishing Co.
Keenote Music
Kelly Music Publications
Kelly, William A.
Kelton-Romm Music Company
Kennedy Music Company
Kenneth Publishing Company
Kerr, Edward
Key City Music Publishing Company
Key Music Company
Keyser Music Publisher
Keystone Music Co.
King-Del Music Publishers
Kinkade's Songs
Kit Music Company
Knight Publishing Co.
Knobloch, M. H.
Knudsen Publications
Knutson & Kilbourne Song Publishers
Kolbert, Marguerite (Productions)
Kord Music Company
Krygier, Joseph
Kukula, Frank
L & B Publications
La Chapelle Music Publications
La Rue Publishing Company
Lance Music Co., Inc.
Lang-Worth Publications, Inc.
Lanier Music Company
Latin American Publishing Corp
Laura-Lea Music
Laurel Music Publishers, Inc.
Lawndale Music Publishers
Leal, Felipe Valdes
Lee, Robert, Music Publishers, Inc.
Lee, Rosemary
Lee Music
Lennerts Music Publications
Leora Music
Lester, Betty
Lester, J. L., Music Company
Lewcon Music Company
Liberty Music Publishers
Life Music, Inc.
Life Records, Inc.
Lincoln, F. S.
Lind Music Company
Linden Music Publishers
Little Jazz Music Pub., Inc.
Livingston & Evans Music Company
Lois Music Publishing Co.
Lomax, Carl, Music Publishing Company
London Music Corp.
Lone Star Music Co.
Long, J. Baxter
Long, Joey Music Publishing
Lowden, C. Harold
Lubin, Jimmy, Music Publishers
Lucky Music Publishers
Lutz Brothers Music Co., Inc.
Lydian Music Publishers
Lynch, Edward J.
Lynn, E. A., Publishing Company
Lynne Music Company
Lyric Music Co.
M. and F. Music Publisher, The
M-E Melodies
M. R. E. Music Co.
Mac Angelo
MacFarlane, Thomas M.
Mac Gregor, Grant
Mack Music Company
Mack-Nell Publications
Mackley Music Publishing Co.
Maestro Music Company
Magnet Music, Inc.

Magnolia Music Corp.
Main Music Publishing Company, The
Main Street Songs, Inc.
Majestic Music Company
Major Melodies
Major Minor Music
Malamar Music, Inc.
Mallory Music Publications
Manhattan Melodies Music Pub.
Mank's, Chaw, Blue Ribbon Music Co.
Mann Music Co.
Manning Music Company
Mansfield, Frank, Music Pub. Co.
Marchant, J. C., Publications
Marcy, Victor
Mardi Gras Music Company
Maresh Music Co.
Margo Music Co.
Marino Music Company
Marion and Son Publishing Co.
Mark-Lee Music Company
Mar-Lane Music Publishers
Marks, E. B. Music Corp.
Mars Music Publications
Marsales, Frank
Marston Music
Martens, W. F., Music Co.
Martin, Jack "Tex"
Marvel Music Pub. Co.
Master Melodies Music Pub.
Master Music Press, Inc.
Master Music Publishers
Masters Music
Material Songs Publishing Company
Mayhams Music Company
McCall and Malin Publishing Company
McClaran, Olive Hanson
McClellan Music Company
McClure Music Company
McClure, Ruth D.
McCune Music Company
McDonald, J. K.
McDonald Music Company, The
McDowell, Frances Grider
McGhee, Berry M.
McGinty Music Publishing Company
McClean, Gene, Music Co.
McMahon, Frank
Meadowbrook Music Publishing Co.
Med-Rik Music Publishing Company
Medallion Music Corp.
Mellin Music, Inc.
Mellow Music Publishing Co.
Melo Music Co.
Melo-Song Publishers
Melodies of the Americas, Inc.
Melody Hall Music Publishers
Melody Lane, Inc. (Peer)
Melody Moderne Incorporated
Melody Music Company
Melody Music Publications
Melotone Music Publishers
Memphis Music Publishers, The
Mercury Music
Merit Music, Inc.
Merit Music Publishing Co.
Meritt Publications
Merrymount Music Press
Merrywood Publishers
Metropolitan Music Company
Metropolitan Music Publishers
Michael Music Co., Inc.
Micor Publishing Company
Midland Music Company
Midwestern Publishers
Millbrook Music
Millburn Music Publishers, Inc.
Milliegene Music Publishing Company
Miracle Music Company
Mission Hills Publications
Missud, Jean M. (B.M.I.)
Mode Music Publishing Co.
Modern Melo Melody Publications
Modern Melodies Publishing Co.
Modern Music Publishing Co.
Modern Standard Music Co.
Mohawk Music Publishing Co.
Monahan Music Publications
Monarch Music Company
Mongiello, Cosmo Andreotti
Monitor Music Publishers
Monmouth Publishing Company
Mono-Music
Monroe Music Company
Monroe Music House
Monroe Publications
Moon Ray Music Publishers
Morris Music Publications
Morrison & Ewing
Morrison Music Company
Morrissey Music Company
Morse, Dave, Studio Publishing Company
Motley Music Publishing Co.
Motor City Music Publishers
Mount Vernon Publications
Mountain Music Company
Mountain State Music Pub.
Movieland Music Publishers
Murob Music Publishers
Murray Music Publishers
Musart, L. C. Publications
Music Art Publications
Music Box Melodies
Music City Copyrights
Music Counter, The
Music Enterprises
Music for Frets
Music For Young America Co.
Music Incorporated
Music Manuscript Reporter
Music Products, Inc.
Music Row Publications
Musicana, Inc.
Musin, Ovid (E. B. Marks)
Mustang Music Pub. Co.
Muzik Masters Company
Nash Chain Song Service, The
National Association For Blind Composers, Inc.
National Broadcasting Co., Inc.
National Music Corp.
Nationwide Songs, Inc.
Nelson, Overson Publications
Neptune Music Publishers
Nettles Publishing Co.
New England Song Publishing
New Era Music Corporation
New Harmony Music Publishers
New York Music Publishing Co.
Newton, Al
Niehoff, Dolorosa
Niksch, Donald E.
Nimisilla Music Company
Nolan Music Co.
Nolton, Frances Stuart
Nordoll Music Co.
Normandy Music, Inc.
Normay Music Company
Northeastern Music Company, The
Northern Bell Music Pub. Co.
Nosnaws Music Company
Note Music Co.
Noteworthy Music, Inc.
Nu-Tune Music Corporation
Nu-View Publications
Oahu Publishing Company
Ocean-Spray Music Company
Olin, Milton E.
Oliver-Jacobs Music
Olson, Nils
Olympian Agencies
Onyx Publishers
Orange Music Publishers
Oree Music
Original Music Publishing Co., Inc.
Oriole Tunes
Otten & Kemp
Out West Music Publisher, The
Ozark Mountain Music Pub.
P. M. Music Publishing Co.
Pace Music Co.
Pacific Coast Music Publishers
Pacific Music Publications
Palladium Music Publishing Co.
Palomar Music Corp.
Pan-American Publications
Parade Music Company
Paradise Music Company
Paragon Publishers
Paris, James B.
Pastor Music Co.

Paterson, James A.
Patmar Music Company, Inc.
Patriotic Music Publishing Co.
Paty Publishing Company, The
Paul Reiner Music Pub. Co., Inc.
Paxon, Margaret O.
Pearl Music Company, Inc.
Peer International Corporation
Peerless Music Publishing Co.
Pelkonen, Matt, Music Co.
Peloubet, William Spalding
Pemora Music Company, Inc.
Penn-Sylvan Publications
Personal Publications
Peskin Music Publishing Co.
Phono-Tunes Music Company
Pittman, Pete, Publications
Pitts, P. S., Publications
Plamor Music Company
Plumb, Neely Publishing Co.
Pond, Frank, Music Company
Porgie Music Corporation
Portland Music Company, The
Prelude Music Co. (E. B. Marks)
Premier Music Publishing
Prestige Music
Preview Music Co., Inc.
Pre-View Publications
Princess Publications
Pritchett Publications
Professional Music, Inc.
Pro Musica Publishing Co.
Propoggio, R. N.
Prosser Music Publishing Co.
Proven Publications
Putman Publications
Quaker Music Company
Quality Music Company, Inc.
Quincy Music Publishers
R. R. Publishers
R. S. Rose Publishing Co.
Radio & Video Music Publishing Company
Radio Music Company
Radio Music Publishers
Radio-Recording Songs, Inc.
Radio Screen Music Pub. Co.
Rainbow Melodies Music Co.
Rainbow Music Corporation
Rainbow Music Publishers
Rainier Music Publishers
Rancho Music
Randolph, Al, Publications
Ray Music Publishing Company
Raybert Music Company
Raymond Music Corp.
Raymond, William
Raymor-McCollister Music Publishers
Rayven Music Co., Inc.
Real Music Company
Record Music Publishing Company
Recordo Music Publishers
Red River Songs
Redskin Publishing Co.
Redwood Music Co., Inc.
Reeny Rhythms
Rees, H. E., Music Publishers
Reeves, John Frank
Regal Music Company
Regal Music Company, Ltd.
Regent Music Corp.
Reid & Singer Music Publishing Co.
Remarque Music Publishing Co.
Remington Music
Renown Music, Inc.
Republic Music Corporation
Retter, Louis, Music Company
Revell, Thomas H.
Reveille Music Co.
Rex Music Publishers
Rhodes, David W.
Rhythm Publishing Company
Rhythms Of The West
Richardson Songs
Ricordi, G. & Co.
Rinehart, Marion W., Music Enterprise
Ringwald Publications
Rinker, Charles, Music Pub.
Rion, Johnny
Riverdale Music Co.
Rivervale Music, Inc.
Roberts, Virgil, Publishing Co., Inc.
Rod Jon Music Company
Rodenberg, Edward L.
Romance Music Publications
Romaunt Music Publications
*Romay Music, Inc.
Romeo Twin Publishing Co.
Roque, Julio
Rork, Ernest A., & Son
Rosemart Music Co.
Rosetti, Joseph
Roslyn Music Company
Ross & Howard
Rossi, Edward
Rossi, Edward and Louis
Rossongs Music Publishers
Roth, Elizabeth
Roth, Howard H., & Co., Inc.
Rousseau Publishing Co.
Roxy Music Corp.
Roy, Mary
Royal Crown Music Company
Royal Gorge Music Publishing
Royal Music Corporation
Royalty Music Company
Rubens, Mark
Ruby Music Co.
Rudy Vallee Music Publications
Rujanart Music Publications
Rumbalero Music, Inc.
Russell, Willard
Russian-American Music Publishers, Inc.
S. A. Melodi
S. B. G. Music Publishers
Salamanca Music Publishers
Salvatori Music Company
San Juan Music Publishing Co.
Sanders, Zeb V.
Sapphire Music Publisher
Savoy Music Company
Sawaya Publications, Inc., The
Saxonette Music Company
Scala Music Publishers
Schael, August, Company
Scheuerle Bros. Music Publishers
Schillinger, Arthur E.
Schirmer, E. C., Music Co.
Schofer, Kitty James
Scholl Publishing Company
Schumann Music Company
Scripter's
Seattle Music Publishing Co.
Seidel, Emil, Music Pub'g Co.
Sentinel Music Publications
Serac Publishing Co.
Sgambellone, G., Music Publishers
Shavers, Herman
Shaw, Charlie, Publications
Shelby Music Publishing Co.
Sheldon - Mitchell Publishing Corp.
Shermack Company
Sherwood Music
Shields Music Corporation
Shopa Music Publications
Show-Biz Music Co.
Shutt, Albert, Music Publisher
Simon House, Inc.
Singer, Murray, Music Pub.
Singmore Music Publishers
Siravo Music Company
Skrivanek Music
Skylark Songs
Skyline Music Publishers
Slate Enterprises, Inc.
Smart Songs Publishing Co.
Smith, Bob
Smith, Jerry, Publications
Smith Publications
Snell, Ethel, Publishing Co.
Snyder, Fenton Publications
Sobeck, Rosina
Society of Jewish Composers, Publishers and Songwriters
Soergel, Oscar
Sommers, Henry J.
Song-Ranch Publications
Song Shop, The
Song-Tex Music Company
Songette Publishing Co.
Sonorous Music Co., Inc.
Sons Music Pub. Co.
Sophisticate Music, Inc.
Sorority Fraternity Record Co.
Spanish Music Center
Spartan Music Publishers
Spotlight Music Company

Spry Music Publishing Co.
Staff Music
Staff Music Corporation
Stan-Host Melodies
Standard Publications
Stanow Publications
Star Music Co.
Stark Music Printing Company
Starlight Music Company
Stavin, Milt, Music Company
Steele, Ted, Publishing Co.
Stein, Rose Yvonne
Stern, Jos. W., & Co. (E. B. Marks)
Stern Music Publishing Co.
Steven, Arthur Publications
Stevens Music Company
Stevens Music Corporation
Stevens, Thomas A.
Stone, Irving
Stone, Jack & Associates
Stover Music Company
Strand Press Music Publishers
Stratton, A. D., Music Co.
Stuart Music, Inc.
Sudlik & Siegel
Sultan Associates
Sun Ray Music Publishers
Sundial Songs
Sunnyside Music Publications
Sunrise Music Company
Sunshine Music Company
Superior Melodies Publishing Co.
Sutton Music Company
Swansongs Publications
Sweet Music Publications
Sweet, William R.
Swing & Tempo Music Co.
Swing Music Publishers
Symbolic Music Publishing Co.
Syncopation Songs
Syndicate Music Publishers, Inc.
Szathmary, Irving

Tannen Music, Inc.
Taps Agency
Tara Music Company
Tele-Mus Publishing Company
Terry Tune Studios
Televise Music Company
Thomas-Cole Publishing Co.
Tic-Toc Publishing Company
Tiffany Music Company
Tiffany Productions, Inc.
Timberland Publishing Co.
Time Music Company
Times Square Music Publishing
Tingor Music, Inc.
Tinker, Bill
Tobby Music Publishers
Tomerlin, Lysle
Tompkins, Clarence F.
Tompkins, Clarence & Cuff, Paul
Tono Record Co.
Topik Tunes
Tourjee, Leo Eben
Tracy Music Company, Inc.
Trade Mark Music
Trans-American Music Pub.
Transatlantic Music Company
Treasure Music Publishers
Trend Music
Triad Music Company
Trianon Publications
Trinity Music Co., Inc.
Trio Music Company
Tropical Song Counter
Trutone Publishing Company
Tune-House Publications
Tune Shop Music Publishers, Inc.
Tune-Time Music
Tune Towne Tunes
Turner Tunes, The
20th Century Music Publishers

U. S. and International Music Publishers
U. S. Music, Inc.
Uhl & Ware
Ultra Music Company
Unger Music Publisher
Unique Music Publishers
United Artists Publishing Co.
United Music, Inc.
Universal Music Sales
University Music Co.
University of Toledo
University Publishing Company
Uranus Music Company

Val Music Corporation
Valentine Music Publications
Valiant Music Company, Inc.
Valjean Music
Valley-Hill Music Co.
Valor Publications
Van Brunt Publishing Company
Van Dorn
Van Russ Music
Vance Music Company
Vander Music Company
Vanguard Songs
Van's Music Company
Variety Music Company
Vavrin & King
Velleca Publishing Company
Vernon Music Publishers
Versailles Music Co., Inc.
Vicca's Music Co.
Victor-Gospel Music Co. (hymns)
Victory Music Company
Village Music Co.
Vogue Music Corporation
Volunteer Music Sales Co.
Von Hallberg Music Company

Wade Franklin, Publications
Wahl, J. Frederick
Wald Music Company
Walden, Orville C.
Waldman, Irving, Music Pub.
Wallace Publishing Company
Ward, Allan W., Music Pub.
Warner Studio
Warren Publications
Washburn, Rozella T.
Washington Music Bazaar
Waterss Music Publishing Co.
Watkins Music, Inc.
Watson, W. A.
Wayne, D., Music Publishing
Weaver, Jesse E.
Webster Music Company
Weeks, Publisher
Wemar Music Corporation
Wentworth, Martha
Wesjay Music Corp.
West Coast Music Publishers
Westchester Music Co.
Whimsy, Ltd.
White Mountain Music
White Way Music Company
Whitney, F. E., Publications
Wilcox Music Publishing Co.
Willard Herring, Ltd.
Williams, Albert
Williams & Williams
Wilson Publishing Co.
Winfield Music, Inc.
Wing Music Corp.
Winner Music
Winters, Leo, Inc.
Winthrop, G. & Company
Wise Music Publications
Witro Music Publishing Co.
Wizell, Murray, Music Co.
Wolfe, Hugh J.
Wood Song and Record Co.
Woodward, Harry, Music Pub.
Woodland Music Company
Woods Music Co.
Worldwide Music Publishers
Wright Publishing Company
Wrightman, Neale Publishers
Wyner Music Publishers
Wyoming Music Company

"X-L" (Excell) Music Publications

Yale Record Company
Yacoubian Publications

Zaboy-Landino Music Company
Zenith Music Publications
Zoeller Music Company

NOTE: BMI publishers of Religious Music, special releases of individual compositions and the scores and songs of colleges and universities, are not included in this listing.

ASSOCIATED MUSIC PUBLISHERS, INC.

By M. E. TOMPKINS
President and Secretary

Associated Music Publishers, Inc., 25 West 45th Street, New York 19, New York, a wholly owned subsidiary of Broadcast Music, Inc. is in its third fiscal year since its acquisition by Broadcast Music, Inc.

In addition to its own extensive catalogue of orchestra, chamber music and chorus music, it continues to represent exclusively in the United States such fine foreign catalogues as Breitkopf and Hartel—Leipzig; Universal Edition—Vienna; N. Simrock; B. Schott's Soehne—Mainz; Schott & Co., Ltd.—London and Edition Max Eschig-Paris. Associated continues to represent exclusively as selling agent the fine standard and serious music catalogues which were developed by BMI throughout its publishing life. Performance rights continue to be administered by BMI.

AMP Board of Directors: Carl Haverlin, President of BMI; William Hedges, NBC; Sydney M. Kaye, Vice-President of BMI; Paul Morency, WTIC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins.

AMP officers: Sydney M. Kaye, Chairman of the Board; M. E. Tompkins, President and Secretary; Karl Bauer, Vice-President; Earl B. Hall, Vice-President; Charles A. Wall, Treasurer.

Publishers

Aibl Verlag (See Universal Edition)
Alpha Music
  Congress Music Co.
  Latin American Bureau
  Leader Music Co.
Associated Music Publishers, Inc.
Bote & Bock
  Lauterbach & Kuhn
Breitkopf Publications
Breitkopf & Haertel
  Carl Simon
Broussan (See Editions Eschig)
Casa Musicale Sonzogno
Congress Music Co. (See Alpha Music)
Demets (See Editions Eschig)
*Doblinger Verlag
Dupont (See Editions Eschig)
Eos Verlag (See Simrock)
Editions Eschig
  Broussan
  Demets
  Dupont
  Ondet
  Pion Honoré
  Société Nouvelle
  Vieu
Filmusic Union (See B. Schott's Soehne)
Julius Hainauer
Kahnts' Schering Edition
Latin American Bureau (See Alpha Music)
Lauterbach & Kuhn (See Alpha Music)
Leader Music Co. (See Alpha Music)
F. E. C. Leuckart
Luckardt (ee Simrock)
Otto Maass (See Universal Edition)
Nagel Musical Archives
Ondet (See Editions Eschig)
Philharmonischer Verlag (See B. Schott's Soehne)
Pion Honoré (See Editions Eschig)
Pro Art Publications
Russian-American Music Publishers, Inc.
Schott & Co., Ltd.
B. Schott's Soehne
  Filmusik Union
  Grosch Verlag
  Philharmonischer Verlag
Schuberthaus Verlag (See Universal Edition)
Senff (See Simrock)
Carl Simon (See Breitkopf & Haertel)
N. Simrock
  Esos Verlag
  Luckardt
  Raabe & Plothow
  Senff
Société Nouvelle (See Editions Eschig)
*Universal Edition
  Aibl Verlag
  Albert Gutman
  Schuberthaus Verlag
  Otto Maass
Vieu (See Editions Eschig)

*Symphonic Works only, as per a special list.

SESAC, Inc.

By PAUL HEINECKE
President

THE broadcasting year, just past, has been a momentous one with great strides and advancement that surpassed all forecasts and expectations. The accent was, of course, on television but the long-time AM and FM stations, along with the newer ones, matched all that with fine skill and artistry to further secure their position in this vital entertainment industry in which we are engaged.

After more than half a century in the music world . . . the last two decades allied with radio . . . I cannot help but think how amazing and truly spectacular the growth and advancement of music and the associated arts.

That . . . all that has been done culturally as well as commercially through cooperation and that must be our theme keynote as we continue to work together as friendly but aggressive competitors. That is the American way, has been and with our strong and firm intent, always will be.

We have every reason to believe that SESAC Service means a great deal to each and every broadcaster . . . the more than 2700 stations who are licensed to use the music from our many affiliated publishers' catalogs, and the hundreds of subscribers to the SESAC Transcribed Library. We are one of the oldest as well as one of the largest of the music licensing organizations. It is truly music of lasting value and in it you find almost unlimited quantities of American Folk numbers, hymns, gospel songs, orchestral selections, others from the worlds of opera and operetta, musical comedy, symphony, standard and novelty songs, hillbilly, western, and even dramatic sketches and plays, etc. This material is ideally suitable for TV just as it long has been for AM and FM.

Our more than 3000 recorded selections in the SESAC Transcribed Library likewise fit ideally into the same category and requirement. We have just issued a complete and thorough catalog of such mood listings for that usage. Of course, for day-in and day-out operation, the Library is constantly in use by hundreds of stations.

The SESAC Transcribed Library has been vastly enlarged and its scope extensively widened and increased. We have a whole new section of selections in full-playing time. Our plans for the future are gauged for even greater achievement in the Library division of SESAC. We believe that we can be of greater service to the industry by keeping its price low and within reason with no sacrifice in quality. That we have done and will continue to do as we take the best of the past and make it a part of the future.

The past year saw the beginning and development of our new Script Service for SESAC Library subscribers. Quickly it has assumed a position of major importance.

Every indication is for another fine radio year ahead and it will be if we all strive together and make the usual annual advances that the listening . . . and seeing . . . public has come to expect from us.

Accordion Music Publishing Co., New York
including:
Deiro, Pietro

Albright Music Company (See National Music Company, Inc.)

Alford, Harry L., Chicago

Alkire, Eddie, Publications, Easton, Pa.

Arct, M., Warsaw, Poland

Ashmall, Wm. E., Company (See McLaughlin & Reilly Co.)

Augsburg Publishing House, Minneapolis, Minn.

Avalon Music Publishing Co. (See Stirling Music Publishing Co.)

Babwin Publications (See Pallma Music Products)

Barnes, A. S., and Company, Inc., New York

Barnhouse, C. L., Company, Oskaloosa, Ia.

Bartlett, E. M. (See Brumley, Albert E.)

Barwicki, K. T. (See "P.W.P.")

Beazley, Samuel W. & Son (See Stamps-Baxter Music & Printing Co. and Tennessee Music & Printing Co.)

Beirly Company (See Chart Music Publishing House, Inc.)

Bendix Publishing Corp. (See National Music Company, Inc.)

Benson, John T., Publishing Co., Nashville, Tenn.

Braun, Hubert J., Chicago.
including:
Braun Music Co.
Braun Organization, The

Broadcast Music Publishers (See National Music Company, Inc.)

Brumley, Albert E., Powell, Mo.
including:
E. M. Bartlett

Bryant Music Company, New York

Call-Mar Publishers, Inc., Woodstock, Ill.

Capitol Music Co. (See National Music Company, Inc.)

Cardilli, M. V. (See Cerruto)

Catholic Music Co. (See McLaughlin & Reilly Co.)

Central Music Co., Sherman Oaks, Calif.
including:
Ramsey, Will F.

Cerruto, John M., New York
including:
M. V. Cardilli

Chart Music Publishing House, Inc., Chicago
including:
Beirly Company, Alfred
Coanacher, B.
Huffer, Fred K.
Littig, Frank, Music Publishing Co.
Warde, Harry
Warner, F. Eugene
Western Accordion Music Company

Church Music Co., The, Fullerton, Cal.
including:
Grammer, Frank

Clef Music Corporation, New York

Coanacher, B. (See Chart Music Publishing House, Inc.)

Composers Press, Inc., The, New York

Concord Music Publishing Co., Inc., New York

Cummings, M. Homer, Glasgow, West Va.

Daniel, John, Quartet Song Publishers, Nashville 5, Tenn.

Deiro, Pietro (See Accordion Music Publishing Co.)

Denison, T. S., & Company, Chicago

Di Bella, O., New York

Editions Pro Arte (See "P.W.P.")

Eulenburg, Ernst, Ltd., London, England

Fairbank, H. W., Company (See National Music Co., Inc.)

Firm Foundation Publishing House, Austin, Tex.
including:
Dean, Emmet S.
Dean & Edmiaston
Dean & Evridge
Dean & Franklin
Dean & Hensley
Dean & Morgan
Dean & Sebren
Ramsey & Parker
Trio Music Co.

Fouts-Payne Music Co., Oak Ridge, Tenn.

Gebethner & Wolff, Warsaw, Poland

Gilbert Music Company (See McLaughlin & Reilly Co.)

Goddard Music Company, Chicago

Gornston, David, New York

Grabczewski, F., Warsaw, Poland

Hall Music Co., The, Maryville, Tenn.

Hall & McCreary Co., Chicago

Harmonia Edition Publishing Company, New York
including:
Harmonie Publications
Rondo Publications

Harper & Brothers, New York

Hartford Music and Printing Company, Inc., The, Powell, Mo.

Hart's Music Company (See National Music Co., Inc.)

Hathaway, Franklin Earl Music Publisher, Chicago
including:
Gospel Music Publications

Henson, J. M., Music Publisher, Atlanta Ga.
including:
Morris-Henson Music Co.
Southern Music Plate Co.

Hoffman, Raymond A., Company, Chicago

Holbrooke, Josef (See Modern Music Library)

Huffer, Fred K. (See Chart Music Publishing House, Inc.)

Idzikowski, Leon, Warsaw, Poland

Idzikowski, M. (See "P.W.P.")

Jastrzab (See "P.W.P.")

Jeffress Music Co., Crossett, Ark.

Jewell, Fred, Music Co., Worthington, Ind.

Kanner Music Publishing Co. (See Top Music Publishers, Inc.)

Keene, Hank, Inc., South Coventry, Conn.

Kelman Music Corp., New York

King, K. L., Music House, Inc., Fort Dodge, Ia.

King Music Publishing Corp., New York

Kjos, Neil A., Music Co., Chicago including:
Max and Beatrice Krone

Krachtus, John, Inc., Chicago

Krone, Max & Beatrice (See Kjos Music Co.)

Littig, Frank, Music Publishing Co. (See Chart Music Publishing House, Inc.)

Liturgical Music Company (See McLaughlin & Reilly Co.)

Liturgical Music Press, Inc., New York

McLaughlin & Reilly Co., Boston including:
Liturgical Music Company
Catholic Music Co.
Also including published copyrighted compositions taken over from:
Wm. E. Ashmall & Co.
Berge Music Company
John Singenberger
Otto Singenberger
Gilbert Music Company

Modern Music Library, London, England including:
Josef Holbrooke

Morris-Henson Music Co. (See Henson, J. M., Music Publisher)

Music Press (William L. Dawson) Tuskegee Institute, Tuskegee, Ala.

Music Press, Inc., New York

Music Products Corporation (See Pallma Music Products)

National Music Co., Fort Worth, Tex. including:
Ferrill, J. W.
Quartet Music Company
Thomas, Alvis O.
Thomas, J. E.

National Music Company, Inc., Chicago including:
Albright Music Company
Bendix Publishing Corp.
Broadcast Music Publishers (See Eddy Hanson)
Capitol Music Co.
Fairbank, H. W., Company
Hart's Music Company
Popular Music Publications
Select Music Company
Standard Music Company (See Eddy Hanson)
Standard Songs (See Eddy Hanson)
Windsor Music Company
also including published copyrighted compositions taken over from:
Eddy Hanson

Nattrass-Schenck, Inc., New York

Network Music Publishers (See Top Music Publishers, Inc.)

Northwestern Press, The, Minneapolis, Minn.

Nowa Scena, Warsaw, Poland

Nowacki, Henryk X. (See "P.W.P.")

Oak Ridge Quartet Music Co., Nashville Tenn.

Pagani, O., & Bro., New York

Pallma Music Products Corp., Chicago including:
Pallma, Frank, Music Publisher
Music Products Corporation
Babwin Publications
Quincke, Walter A. (Compositions as per list issued)

Panella, Frank A., Pittsburgh, Pa.

Paragon Music Publishers, New York

Parks, J. A., Company, Chicago

Parris Music Co. (See Tennessee Music and Printing Co.)

Parris, O. A. (See Stamps Quartet Music Co.)

Perry's Sons, A. W., Sedalia, Mo.

Pioneer Music Press, Salt Lake City including:
Wheelwright, Lorin F.

Podgorski, I., Philadelphia, Pa.

Polonia Publishing Co. (See Zalewski, B. J.)

Popular Music Publications (See National Music Company, Inc.)

Pro Arte (See Editions Pro Arte)

"P.W.M.", Polskie Wydawnictwo Muzyczne, Krakow, Poland

"PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers); Warsaw, Poland
Towarzystwo Wydawnicze Muzyki Polskiej
Wiehler, Z.
Witczyk, Stanislaw
"Zaiks" Zwiazku Autorow, Kompozytorow I Wydawcow
Zak, Czeslaw
Zaremba, Alojzy

Quartet Music Company (See National Music Company)

Quincke, Walter A. (See Pallma Music Products)
Radio City Guitar Studio, Jackson Heights, New York
Ramsey, Will M. (See Central Music Co.)
Revival Music Co., The, Searcy, Ark.
including:
Walls, W. M.
Ricart & Cia, Luis, S. L., Barcelona, Spain
Rondo Publications (See Harmonia Edition)
Rudnicki, Walery (See "P.W.P.")
Rzepecki (See "P.W.P.")
Sacred Music Foundation, The, Los Angeles
including:
Herbert G. Tovey
Sajewski, W. H., Music Publishing Co., Inc., Chicago
Schmidt Co., The Arthur P., Boston 16
Schmitt, Paul A., Music Company, Minneapolis, Minn.
including:
Selmer, H. & A., Inc. (Compositions as per list issued.)
Schuberth, Edward, & Co., Inc., N. Y.
Select Music Company (See National Music Company, Inc.)
Selmer, H. & A., Inc. (See Schmitt, Paul A., Music Company)
Seyfarth, G. (See "P.W.P.")
Showalter Co., The A. J., Dalton, Ga.
Simon, Frank, Middletown, Ohio
Singenberger, John & Otto (See McLaughlin & Reilly Co.)
Slater, Will W., Fort Worth, Texas
Smith, Wm. J., Music Co., Inc., New York
Stamps-Baxter Music & Printing Company, Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark.
including:
Beazley, Samuel W., & Son (Publications copyrighted in 1925 *and thereafter.)*
Sisk Music Company, The, Toccoa, Ga.
Stamps, V. O., Music Company
Stamps Quartet Music Co., Inc., Dallas, Tex.
including:
Parris, O. A.
Standard Music Company (See National Music Company, Inc.)
Standard Songs (See National Music Company, Inc.)
Stirling Music Publishing Co., New York
including:
Avalon Music Publishing Co.
Teddlie, Tillit S., Greenville, Texas
Tennessee Music and Printing Co., Cleveland, Tenn.
including:
Beazley, Samuel W., & Son (Publications copyrighted up to and including 1924 *only.)*
Denson Trio Music Co.
Denson-Parris Music Co.
Hall Music Co., The (Publications as per list issued.)
Perry, F. Clark, Co.
Sebren, George W., Music Co.
Showalter, A. J., Co., The
Top Music Publishers, Inc., New York
including:
Kanner Music Publishing Co.
Network Music Publishers
Tovey, Herbert G. (See Sacred Music Foundation, The)
Treasure Chest Publications, Inc., N. Y.
Vaughan, James D., Lawrenceburg, Tenn.
Vitak-Elsnic Co., Chicago
including:
Georgi and Vitak Music Co.
Walls, W. M. (See Revival Music Co.)
Warde, Harry (See Chart Music Publishing House, Inc.)
Warner, F. Eugene (See Chart Music Publishing House, Inc.)
Warszawskie Towarzystwo Muzycne (Warsaw Music Society); Warsaw, Poland
Weaner, Maxwell (See Weaner-Levant Publications)
Weaner-Levant Publications, New York
including:
Weaner, Maxwell
Wells, Kenneth H., Chicago, Ill.
Western Accordion Music Company (See Chart Music Publishing House, Inc.)
Wheelwright, Lorin F. (See Pioneer Music Press)
Whitney Blake Music Publishers, N. Y.
Wiehler, Z. (See "P.W.P.")
Windsor Music Company (See National Music Company)
Winsett, R. E., Dayton, Tenn.
"Zaiks" Zwiazku Autorow, Kompozytorow I Wydawcow; Warsaw, Poland (Authors, Composers and Publishers Association of Poland) (See "P.W.P.")
Zak, Czeslaw (See "P.W.P.")
Zalewski, B. J., Chicago
including:
Moniuszko Publishing Co.
Polonia Publishing Co.
Rozan Publishing Co.
Zaremba, Alojzy (See "P.W.P.")

NOTE: Due to limitation of space, the above listing does not represent a complete roster of SESAC Publishers. For complete listing, contact SESAC, 475 Fifth Ave., New York 17, N. Y.

SONG HITS OF 1949

(January 1, 1949 to January 1, 1950)

The 35 song hits with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during the year. (Songs in Stage or Film Productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began in the fall of 1948 are noted by the date—1948).

SONG TITLE AND PUBLISHER	*TOTAL ACI POINTS*	*NUMBER OF WEEKS IN ACI SURVEY*
So In Love (1948) (T. B. Harms)	26,552	41
*Some Enchanted Evening (Chappell)	25,061	34
Powder Your Face With Sunshine (1948) (Lombardo)	20,291	22
Cruising Down The River (Henry Spitzer)	18,376	22
Far Away Places (1948) (Laurel)	18,327	19
Again (1948) (Robbins)	18,214	26
Sunflower (Famous)	17,487	22
I've Got My Love to Keep Me warm (1948) (Berlin)	17,239	20
Bali Ha'i (Chappell)	16,805	30
A Little Bird Told Me (1948) (Bourne)	16,793	14
A Wonderful Guy (Chappell)	16,147	29
Someone Like You (Harms)	14,276	19
*A Dreamer's Holiday (Shapiro-Bernstein)	13,500	16
Riders in The Sky (E. H. Morris)	13,456	19
*Don't Cry Joe (Harms)	13,337	15
*You're Breaking My Heart (Mellin)	13.200	22
*That Lucky Old Sun (Robbins)	13.035	21
*Younger Than Springtime (Chappell)	12,989	28
*Room Full Of Roses (Hill & Range)	12,796	25
Red Roses For A Blue Lady (Mills)	12,672	18
*I Can Dream Can't I (Chappell)	12,465	14
'A'—You're Adorable (Laurel)	12,374	23
Maybe It's Because (Bregman-Vocco-Conn)	12,347	26
Let's Take An Old-Fashioned Walk (Berlin)	11,937	20
There's Yes Yes In Your Eyes (Witmark)	11,884	22
Just One Way To Say I Love You (Berlin)	11,877	18
Careless Hands (Melrose)	11,829	20
Forever And Ever (Robbins)	11,805	21
Galway Bay (1948) (Leeds)	11,761	17
It's A Big Wide Wonderful World (Broadcast Music)	11,754	28
*Someday (You'll Want Me To Want You) (Duchess)	11,752	25
My Darling My Darling (1948) (E. H. Morris)	10,993	12
Lavender Blue (1948) (Santly-Joy)	10,855	13
Everywhere You Go (Lombardo)	10,436	26
Fiddle Dee Dee (Harms)	9,961	18

GREATEST RADIO PERSONALITY OF PAST TWENTY-FIVE YEARS

JACK BENNY was acclaimed "the greatest radio personality during the last 25 years," in a questionnaire poll of 330 of the nation's leading radio editors which was completed on March 10th by RADIO DAILY.

In selecting Benny, numerous editors polled by RADIO DAILY also wrote in their non-commercial choice. This honor went to the late Franklin Delano Roosevelt, of whom one radio editor wrote: "He relied almost entirely on radio to instill confidence and faith in this nation."

●

Many editors supported their choice of Benny with comments on his master showmanship and his consistently top comedy programming over the years. Second choice was Bing Crosby who ran close to Benny in the balloting.

Honors for third place among the commercial radio artists were divided evenly between Bob Hope and Amos 'n' Andy.

Among the varied comments on Benny were:

"Jack Benny for his personal accomplishments and those he has helped to stardom." — Nat Lund, Seattle Times, Seattle, Wash.

●

"Jack Benny is not necessarily the best or the greatest judged in terms of pure talent—but he deserves the title of 'greatest' in the sense that his radio characterization has not only become a national tradition, but has maintained itself as such in the top levels of public acclaim longer than any other."—Ben Gross, New York Daily News.

"If by radio personality you mean entertaining personality, I'd say Jack Benny."—Peg White, San Diego Journal, San Diego, Calif.

"If F. D. R. is barred from competition, I'll throw my vote to Jack Benny who had led the way so many years."—John Crosby, New York Herald-Tribune.

In taking the poll RADIO DAILY asked editors one question: "Who Was the Greatest Radio Personality During the Last 25 Years?" Editors were invited to comment on their selection.

●

Among other personalities who received ballots in the poll were Arthur Godfrey, Lowell Thomas, Major Bowes, H. V. Kaltenborn, Alexander Woollcott and Will Rogers.

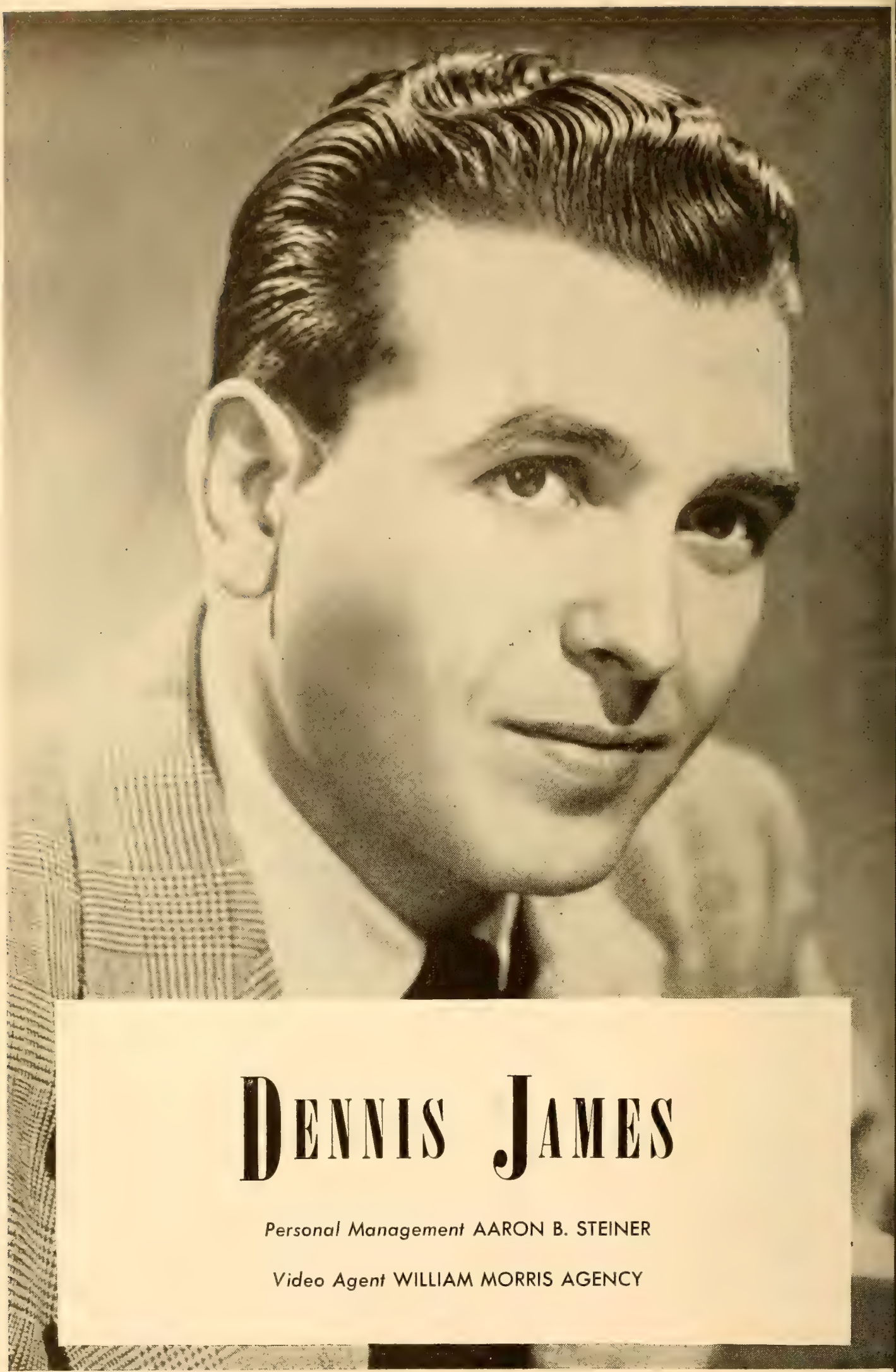
Jack Benny, currently starred in the "Jack Benny Show" on Columbia Broadcasting System Sundays from 7:00 to 7:30 PM, EST, under sponsorship of the American Tobacco Company, first entered radio 18 years ago.



JACK BENNY

●

Commenting on the honor bestowed upon Jack Benny, Justin Miller, president of the National Association of Broadcasters said: "The National Association of Broadcasters is pleased to congratulate Jack Benny on his selection by the annual poll of radio editors as the top entertainer of the past quarter century. The Jack Benny program, known to millions of Americans of all ages as fine comedy, is more than mere entertainment; it is a continuing commentary on human manners and its deft touch has contributed much to the temper of our times. Mr. Benny richly deserves the honor the nation's radio editors have paid him."



DENNIS JAMES

Personal Management AARON B. STEINER

Video Agent WILLIAM MORRIS AGENCY

BEHIND THE MIKE

RADIO — TELEVISION

Artists

□

Vocalists

□

Sports Commentators

□

News Commentators

□

Women Commentators

□

Disc Jockeys

□

Orchestra Leaders

□

Musical Conductors

□

Organists

□

Writers

□

Announcers

□

Directors-Producers

□

Home Economics Directors

□

Managers and Agents

NINETEEN FIFTY





JACKSON BECK

RADIO-TV ARTISTS
—their work during 1949

—A—

ABBOT, JUDY
The Aldrich Family
NBC

ACE, GOODMAN
Mr. Ace and Jane, Ruthie on The Telephone, CBS, CBS-TV.

ACREE, CHUCK
B. Sept. 22, 1913, St. Louis, Mo.; Man On The Farm, MBS; Hint Hunt, CBS; Something To Talk About, Yankee Network; Ladies Be Seated, ABC.

ADAMS, INGE
Wendy Warren, CBS; Big Sister, Brighter Day, CBS; Children's Sketchbook, Lights Out, NBC-TV; Kraft, NBC-TV.

ADAMS, MASON
Big Town, Pepper Young's Family
NBC

ALBERT, EDDIE
The Eddie Albert Show
NBC

ALBERTSON, FRANK H.
Repertory Theater, NBC-TV; Chevrolet Theater, NBC-TV; Theater Guild of the Air, NBC; This Is Your FBI, ABC; Sam Spade, CBS; Lux Theater, CBS.

ALBERTSON, JACK
B. June 16; Texaco Star Theater, NBC, NBC-TV; The Clock, NBC-TV; Durante, NBC; Perry Como Supper Club, NBC, NBC - TV; Cavalcade of America, CBS; Henry Morgan, NBC.

ALEXANDER, BEN
The Martin and Lewis Show
NBC

ALEXANDER, DENISE
Chesterfield Supper Club! A Tree Grows in Brooklyn
NBC

ALLEN, CHARME
We Love and Learn
NBC

ALLEN, DAYTON
Howdy Doody
NBC-TV

ALLEN, FRED
The Fred Allen Show
NBC

ALLEN, GRACIE
(Mrs. George Burns); B. San Francisco, Calif.; on CBS for Amm-i-dent Tooth Paste.

ALLEN, MINETTA
One Man's Family
NBC

ALLEN, STEVE
B. Aug. 1921, New York, N. Y.; Steve Allen Show, ABC.

ALLISON, FRAN
Kukla, Fran & Ollie
NBC-TV

ALLMAN, ELVIA
A Day in the Life of Dennis Day; Maxwell House Coffee Time Starring George Burns and Gracie Allen; Blondie,
NBC

AMECHE, DON
The Jimmy Durante
NBC

AMECHE, JIM
Welcome Travelers
NBC

AMSTERDAM, MOREY
Morey Amsterdam Show
CBS, DuMont

ARDEN, EVE
Our Miss Brooks
CBS

ARLEN, MARGARET
WCBS



LUCILLE BALL

Star of

''MY FAVORITE HUSBAND''

C. B. S.

Sunday Afternoon

3:00 P.M. PST — 6:00 P.M. EST

JEAN HERSHOLT

"Dr. Christian"

13th Year

VASELINE
PRODUCTS

CBS, WEDNESDAYS
8:30 to 9:00 P.M.



WILLIAM GARGAN

starring in

"MARTIN KANE, PRIVATE EYE"

Television
NBC—Thursday
10:00 p.m., EST

Radio
Mutual—Sunday
4:30 p.m., EST

Sponsored by

THE UNITED STATES TOBACCO COMPANY

Through Kudner Agency, Inc.

ARNOLD, PAUL
B. June 9, 1919, Denver, Colo.; Paul Arnold, CBS-TV; American Songs, NBC-TV; Academy Theater, NBC-TV; Americana, NBC-TV; Radio City Playhouse, NBC; Easy Listenin', NBC.

AUTRY, GENE
Gene Autry Show
CBS

ATWELL, ROY
The Admiral Broadway Review
NBC-TV

— B —

BACHUS, JIM
The Alan Young Show
NBC

BAILEY, JACK
B. Hampton, Iowa; Queen for A Day, Comedy of Errors, Mutual-Don Lee.

BAILEY, ROBERT
The Alan Young Show
NBC

BALL, LUCILLE (Mrs. Desi Arnaz)
B. Aug. 6, 1911, Butte, Mont.; Star of My Favorite Husband, CBS.

BARRATT, MAXINE
And Everything Nice
DuMont

BARGY, JEAN
Blues By Bargy
CBS-TV

BARNES, BINNIE
Leave It To The Girls
NBC-TV

BARNEY, MARIAN
Marriage for Two, Pepper Young's Family, When A Girl Marries
NBC

BARRIE, WENDY
ABC-TV

BARRY, HAROLD
Bonny Maid Versatile Varieties
NBC-TV

BARTLETT, TOMMY
Welcome Travelers, NBC.

BAUER, CHARITA
The Aldrich Family
NBC, NBC-TV

BEATTY, CLYDE
B. Bainbridge, O.; World's foremost wild animal trainer and circus performer; Continual guest appearances on network shows; The Clyde Beatty Show.

BECK, JACKSON
Superman, Philip Morris, NBC, CBS, MBS; Ed Sullivan's Toast of The Town (narrator) CBS-TV.

BEGLEY, ED
Richard Diamond, Private Detective
NBC

BELLAMY, RALPH
Man Against Crime
CBS

BENADARET, BEA
The Jimmy Durante Show, The Great Gildersleve, Ammident Show Starring George Burns and Gracie Allen
CBS

BENDIX, WILLIAM
Life of Riley
NBC

BENNETT, JULIS
Theater Guild on the Air
NBC

BENNY, JACK
B. Feb. 14, 1894, Chicago, Ill.; The Jack Benny Show, CBS.

BENSON, RED
B. Feb. 21, 1917, Columbus, O.; Red Benson's Movie Matinee Take A Number, WOR; Julie Conway & Red Benson Show, MBS; St. Nick's Music Hall Varieties, WOR-TV.



PAUL
WINCHELL
AND
JERRY
MAHONEY

★

MANAGEMENT—COUNSEL
GOLDFARB, MIRENBURG & VALLON
RKO BLDG. — N. Y. C.

★

PUBLICITY
MARVIN KOHN

BOOKINGS
WILLIAM MORRIS
AGENCY



Ed and Pegeen Fitzgerald

T V Too!



DICK FORAN

Radio TV

BERCH, JACK
The Jack Berch Show
NBC

BERG, GERTRUDE
The Goldbergs, CBS, CBS-TV.

BERGEN, EDGAR
B. Feb. 16, 1903, Chicago, Ill.; educ. Northwestern U., B.A., hon. M.A.; Coca Cola Show, CBS.

BERLE, MILTON
Texaco Star Theater, NBC-TV.

BERNARD, TOMMEY
The Adventures of Ozzie and Harriet
NBC

BERNER, SARA
The Jimmy Durante Show
NBC

BERWIN, BERNICE
One Man's Family
NBC

BERWICK, VIOLA
Meet the Meeks
NBC

BICKART, SANFORD H.
Counterspy, ABC; Gangbusters, CBS; Modern Romance, ABC; Tropic Holiday, NBC-TV.

BILLINGSLEY, JACQUELINE
Lora Lawton, NBC

BLAINE, MARTIN
F. B. I. In Peace And War
CBS

BLAIR, HENRY
The Adventures of Ozzie and Harriet, NBC

BLAKE, PAULINE
Duffy's Tavern
NBC

BLANC, MEL
B. May 30, 1908, San Francisco, Calif.; Jack Benny, Judy Canova, Animated Cartoon Voice Artist, Recording Artist.

BLEYER, ARCHIE
Arthur Godfrey Show, Talent Scouts
CBS, CBS-TV

BOGUE, MERWIN
(Ish Kabibble)
Kay Kyser's College of Musical Knowledge
NBC-TV

BOLES, JIM
B. Lubbock, Tex.; I Love A Mystery, MBS; Mr. Fix It, NBC; Fred Allen, NBC; The Big Story, NBC, NBC-TV, Kraft Television Theater, NBC - TV, Famous Jury Trials, DuMont.

BOOTH, SHIRLEY
Hogan's Daughter
NBC

BOYD, BILL
B. June 5, 1898, Cambridge, O.; Hopalong Cassidy, starring William Boyd, MBS, NBC-TV.

BRACKEN, EDDIE
The Sealtest Variety Theater Starring Dorothy Lamour
NBC

BRADFORD, JOHNNY
John Bradford Show, John Bradford Show with Tony Romano
NBC

BRAHAM, HORACE
Theater Guild, NBC; Cavalcade, NBC; Mystery Theater, CBS; Mr. Chameleon, CBS; Men Against Crime, CBS-TV; Colgate Theater, CBS-TV.

BRASFIELD, ROD
Grand Old Opry
NBC

BRAYTON, MARGARET
A Day in the Life of Dennis Day
NBC

BRECHER, IRVING
Life of Riley
NBC

BREMNER, MURIEL
Curtain Time
NBC

BRICE, FANNY
Fanny Brice - Baby Snooks Show
NBC

BRICKHOUSE, JACK
(See Sports Commentators)

BRIN, HARRISE
ABC, ABC-TV

BROKENSHIRE, NORMAN
NBC Summer Symphony, Norman Brokenshire Program, The Theater Guild on the Air
NBC

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BROWN, JOHN
B. Hull, England; Life of Riley; My Friend Irma; A Date With Judy; Ozzie & Harriet; The Dennis Day Show.

BROWN, ROD
B. May 11, 1920, Yonkers, N. Y.; We The People, CBS; Paul Whiteman Show, CBS; The Aldrich Family, CBS; Silver Theater, CBS.

BRYAN, ARTHUR Q.
The Jimmy Durante Show, The Adventures of Archie Andrews, Fibber McGee and Molly, The Great Gildersleeve
NBC

BURKE, BILLIE
Chicken Every Sunday
NBC

BURNS, GEORGE
B. New York, N. Y.; on CBS for Amm-i-dent Tooth paste.

BURR, RAYMOND
Dragnet
NBC

BURROWS, ABE
This Is Showbusiness, Breakfast With Burrows
CBS, CBS-TV

BUTTERFIELD, HERB
Dragnet
NBC

BUX, KUDA
I'd Like To See
NBC-TV

BYRNES, PAULINE
Chesterfield Supper Club
NBC

—C—

CAESAR, SID
Admiral Broadway Revue
NBT, DuMont

CALVERT, CAREY
B. Nov. 25, 1926, Philadelphia, Pa.; Becky Sharp (Philco), NBC-TV; Voice of the Army, NBC; Colgate Theater, NBC-TV; Mr. District Attorney; Telephone Hour; Elizabeth Arden Spot Commls.

CAMARGO, RALPH
B. Feb. 27, 1912, Glendale Calif.; Modern Romances, ABC; Front Page, CBS-TV; Believe It Or Not, NBC-TV; Grand Central Station, CBS.

CANDIDO, CANDY
The Jimmy Durante Show
NBC

CANOVA, JUDY
B. Nov. 29, 1916, Jacksonville, Fla.; The Judy Canova Show, NBC.

CANTOR, CHARLES
Duffy's Tavern
NBC

CANTOR, EDDIE
The Eddie Cantor Show, Take It Or Leave It
NBC

CAPELL, PETER
Thanks for Tomorrow
NBC

CARLON, FRAN
Big Town
NBC

CARNEY, ART
Living
NBC

CARSON, JACK
Jack Carson Show
CBS

CARTER, JACK
Cavalcade of Stars, American Minstrels of 1949
DuMont

CASE, NELSON
Lowell Thomas, Ford Theater, Toast of the Town
CBS-TV

CASEY, ROBERT
The Aldrich Family
NBC-TV

CASSELL, ARTHUR
One Man's Family
NBC-TV

CATON, FLOYD
Blondie
NBC

CHAMPION, MARGE & GOWER
The Admiral Broadway Review
NBC-TV

CHANDLER, ROBIN
Leave It To The Girls
NBC-TV

CHAPPELL, ERNEST
Quiet Please; Ted Malone Show, ABC; Edward Murrow, CBS; The Lambs Television Gambol (co-producer), WNBT.

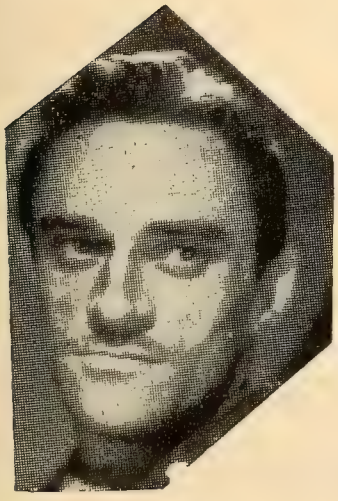
CHRISTIE, KEN
The Great Gildersleeve
NBC

CISAR, GEORGE
Curtain Time
NBC

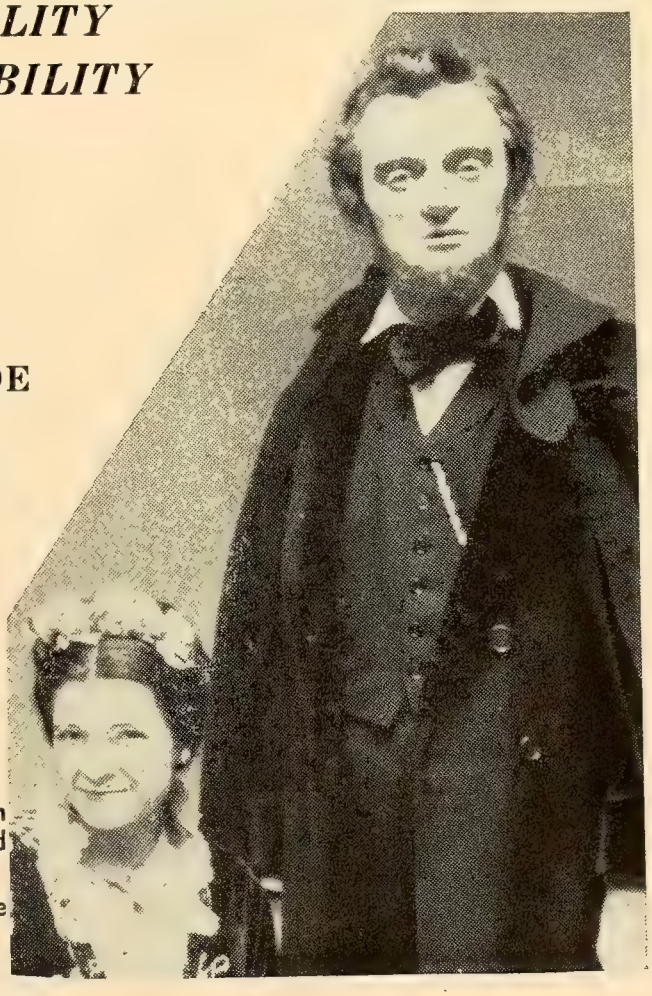
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CLARK, BUDDY
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CLARK, CLIFF
(Alkali Pete)
Smilin' Ed McConnell and His Buster Brown Gang
NBC

CLARK, LON CLAUDE

B. Bricelyn, Minn.; Nick Carter, MBS; Exploring The Unknown, MBS; Flashgun Casey, NBC; Aldrich Family, NBC; Boston Blackie, MBS; Gangbusters, ABC.

CLARKE, GAGE
The Hartmans
NBC-TV

CLARKE, PHILIP N.

B. Aug. 4, 1904, London, Eng.; Studio One, CBS-TV; Kraft Theater, NBC-TV; Mr. Keen, CBS; Counterspy, NBC; Helen Hayes Show, CBS; M-G-M Theater of The Air, WMGM.

COCA, IMOGENE
The Admiral Broadway Review
NBC-TV

COLEMAN, RETTA F.
Saturday Morning Story Fair, WNYC; Laughter, Grin & Giggle, WATV; Howdy Doody, WNBT.

COLLEY, OPHELIA
(Minnie Pearl)
Grand Ole Opry
NBC

COLLINS, TED
ABC

COLLINS, TOM
One Man's Family
NBC

COLLYER, CLAYTON (Bud)
Break the Bank, NBC; Winner Take All, CBS, CBS-TV

COLLYER, BUD

Superman, MBS; Winner Take All, CBS; Share The Wealth; Guiding Light, NBC; Right To Happiness, NBC.

COMO, PERRY
Chesterfield Supper Club
NBC-TV

CONAN, DICKIE
Colgate Theater, Vic & Sade
NBC-TV

CONREID, HANS

B. April 15, 1917, Baltimore, Md.; My Friend Irma, CBS; Life with Luigi, CBS.

CONTE, JOHN
My Good Wife
NBC

CONWAY, JULIE

B. Granite City, Il.; Armstrong's Theater of the Air, CBS; Casey, Crime Photographer; When A Girl Marries: Nora Drake, CBS; Julie Conway & Red Benson Show, MBS; Ma Perkins, CBS; Second Mrs. Burton, CBS.

COOK, TOMMY
Life of Riley
NBC

COOLEY, SPADE

B. Grand, Okla.; Spade Cooley's Western Varieties.

COPELAND, MAURICE
Meet the Meeks
NBC

CORBET, LOIS
Me and Janie Starring George O'Hanlon
NBC

CORDAY, PEGGY
Believe It or Not
NBC-TV

CORRELL, CHARLES
Amos 'n' Andy
CBS

COSSART, VALERIE
Kraft Television, Theater, The Hartmans
NBC-TV

COST, SUSAN
(Mary Lee Taylor)
Mary Lee Taylor Show
NBC

COTSWORTH, STAATS

B. Feb. 17, 1908, Oak Park, Ill.; Casey-Crime Photographer, CBS; Front Page Farrell, NBC; Marriage For Two, NBC; The Guiding Light, CBS; Cavalcade, NBC; Theater Guild On The Air, NBC.

COWLAN, BERT
The Guiding Light, CBS; Big Story, Big Town, NBC.

CROSBY, BING
Bing Crosby Show
CBS

CROSBY, BOB
The Bob Crosby Show
NBC

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ABC
CULLEN, BILL
Hit The Jackpot, Give & Take
CBS
CUMMINGS, ROBERT
Four Star Playhouse
NBC
CUNNINGHAM, RONNIE
The Admiral Broadway Review
NBC-TV
CURTIN, JOSEPH
Mr. & Mrs. North
CBS

—D—

DANDRIDGE, RUBY
The Judy Canova Show
NBC
DANE, FRANK
Colgate Theater, Vic & Sade
NBC-TV; Meet the Meeks,
NBC
DARVES, LILLI
We Love and Learn
NBC

DAVIS, JOEL
B. Nov. 2, 1933, Los Angeles, Calif.: The Ruggles, KECA-TV; Bill Stern Show, NBC; Family Theatre, Mutual; Hallmark Theatre, CBS; Date With Judy, KECA; Hour of St. Francis, Recordings.

DAY, DENNIS
(See Vocal Artists).

DeCAMP, ROSEMARY
Life of Riley
NBC-TV; Dr. Christian, CBS
DELMAR, KENNY
The Fred Allen Show, The Henry Morgan Show
NBC

DE MARTEL, WILKIE T.
B. Nov. 9, Long Island, N. Y.; Henry Aldrich, NBC-TV; Suspense, CBS-TV; Phil Silvers Show, Benny Rubin Show, NBC-TV; Philip Morris Show, CBS-TV; Philco-Davega Show, NBC-TV.

DENNING, RICHARD
My Favorite Husband
CBS

DeSANTIS, JOE
B. June 15, New York, N. Y.; Under Arrest, WOR; Big Story, ABC; Ford Theater, CBS; Big Sister, CBS; Casey-Crime Photographer, CBS; Big Town, NBC.

DESMOND, MARY FRANCES
Meet the Meeks
NBC
DIAMOND, JACKIE
The Phil Silvers Arrow Show
NBC-TV
DIMAGGIO, JOE
Joe Dimaggio Show
CBS

DIXON, ROBERT
B. April 8, 1911, Stamford, Conn.; Edward R. Murrow, CBS; Chuckwagon, CBS-TV; Life Can Be Beautiful, NBC; Perry Mason, CBS; Kiddie Records for Admiral Records, Inc.

DIXON, BOB
Chuck Wagon
CBS-TV
DINSDALE, SHIRLEY
Judy Splinters & Shirley Dinsdale Show
NBC-TV

DONALD, PETER C.
B. June 6, 1918, Bristol, Eng.; Can You Top This?; Chesterfield Supper Club; Benny Goodman Show; Subbed for Dorothy & Dick and Arthur Godfrey; TV MC, Bell Telephone & Gimbel Bros.; Warriors of Peace, ABC; Fred Allen Show.

DONALDSON, TED
Father Knows Best
NBC
DONLEVY, BRIAN
Dangerous Assignment
NBC

DOUGLAS, SCOTT
(See Sports Commentators).

DOUGLAS, SHARON
The Alan Young Show
NBC
DOWNEY, MORTON
Songs by Morton Downey, NBC; Mohawk Showroom, NBC-TV

DOYLE, LEN
Mr. District Attorney, NBC.

DRAKE, GALEN
WCBS

DRAPER, MARGARET
The Brighter Day, NBC.

Irving Mansfield

CBS

"CAN YOU TOP THIS?"

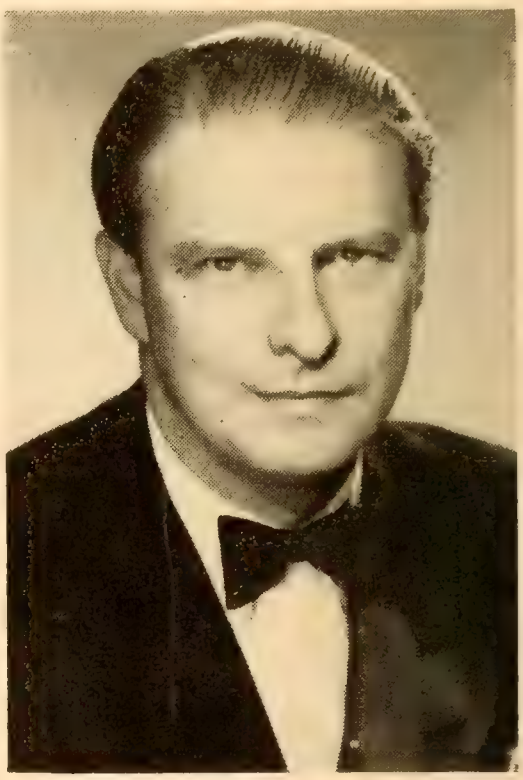


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DUFF, HOWARD
B. Nov. 24, 1917, Bremerton, Wash.; Adventures of Sam Spade, NBC.

DUNN, EDDIE
True or False, MBS.

DUNNINGER
The Bigelow Show
NBC-TV

DURANTE, JIMMY
B. Feb. 19, 1893, New York, N. Y.; Jimmy Durante Show, NBC.

— E —

EARL, CRAIG
Professor Quiz.

EDDY, NELSON
Kraft Music Hall
NBC

EGGLSTON, SHIRLEY M.
B. Dec. 14, Cleveland, O.; Counterspy, ABC; Dorothy Dix, ABC; Aldrich Family, NBC; Ma Perkins, CBS; Light Of The World, NBC; Spot Commercials, commercial voice.

EILER, BARBARA
Life of Riley, A Day in the Life of Dennis Day
NBC

ELDERS, HARRY
Curtain Time
NBC

ELLIOT, WIN
B. May 7, 1915, Chek Chelsea, Mass.; County Fair, CBS; Betty Crocker Magazine of the Air, ABC; Quick As A Flash, MBS; N. Y. Rangers Hockey, WPIX-TV.

ELLIOT, WIN
County Fair
CBS

ELLIS, BOBBY
The Life of Riley
NBC

ELLSWORTH & FAIRCHILD
Song And Dance
NBC-TV

EMERSON, FAYE
My Silent Partner
NBC
Leave It To The Girls
NBC-TV

EMERY, BOB
Small Fry Club, WOR; Rainbow House, WABD.

ELSTNER, ANNE
Stella Dallas
NBC

ERICKSON, LOUISE
The Alan Young Show, A Date with Judy
NBC

ERLANGER, GLORIA
Duffy's Tavern
NBC

— F —

FAITH, PERCY
Pause That Refreshes
CBS

FALKENBURG, JINX
Tex and Jinx Program
NBC

FAYE, ALICE
B. New York, N. Y.; Under contract to 20th Century Fox; Star of Phil Harris-Alice Faye Show, presented by Rexall, NBC.

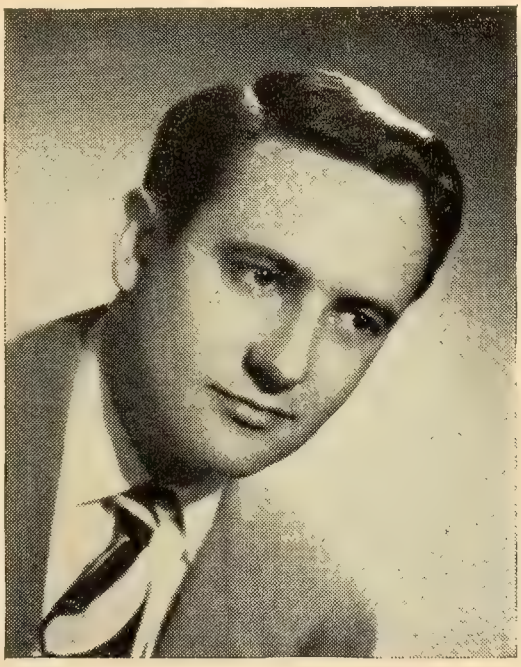
FAYE, JOEY
B. New York, N. Y.; 54th Street Revue, CBS-TV.

FELTON, VERNA
The Judy Canova Show, Maxwell House Coffee Time Starring George Burns and Gracie Allen, The Red Skelton Show, Me and Janie Starring George O'Hanlon
NBC

FENNELLY, PARKER
The Fred Allen Show
NBC

FERNANDEZ, PETER
Kraft Theater, WNBC; Suspense, WCBS; Philco Playhouse, WNBC

FIELDS, IRVING (Irving Fields Trio)
Pianist, Conductor, Composer, Publisher. b. Aug. 4, 1915, New York, N. Y.; Composer of Managua Nicaragua, Miami Beach Rhumba, Walter Thornton Rhumba, The Kiss Polka, American Forest (symphony); Roxy Theater, Carnegie Hall, Savoy Plaza, Warwick, Weylin, N. Y.; MBS,



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FILLBRANDT, LAURETTE
One Man's Family
NBC

FIRESTONE, EDDY
Mixed Doubles
NBC-TV

FISHER, GEORGE
Confidential Closeups
NBC

FISHER, NELLIE
American Songs
NBC-TV

FITZGERALD, ED & PEGEEN
Breakfast with the Fitzgeralds, ABC; The Fitzgeralds, ABC-TV.

FITZMAURICE, MICHAEL
When A Girl Marries, NBC; Pepper Young's Family, NBC; What Makes You Tick, CBS; Tales of Fatima, CBS; Nick Carter, MBS; Telenews Sports Reel, CBS-TV.

FLYNN, BERNADINE
Colgate Theater, Vic & Sade
NBC-TV

FOLEY, RED
Grand Ole Opry
NBC

FONTAINE, FRANK
The Swift Show
NBC-TV

FORAN, DICK
B. New Jersey; Kraft, NBT.

FORAY, JUNE
Smilin' Ed McConnell and His Buster Brown Gang
NBC

FORD, SENATOR
B. June 13, 1887, Brooklyn, N. Y.; Can You Top This?, NBC; Vox Pop; Hobby Lobby; Guest Appearances.

FRANCES, ARLENE
My Good Wife
NBC

FRANCIS, ANN
Stop Me If You've Heard This One, Benny Rubin Show, Bonny Maid Versatile Varieties
NBC-TV

FRANCIS, EUGENE
Modern Romances, ABC; Perry Mason, CBS; Kraft TV, WNBT

FRANKLIN, NANCY
One Man's Family
NBC-TV

FREEMAN, FLORENCE
Young Widder Brown
NBC

FRIEDMAN, ADA
Mixed Doubles
NBC-TV

FROST, ALICE
Mr. & Mrs. North
CBS

FULLER, BARBARA
One Man's Family
NBC

FUNT, ALLEN
Candid Camera
NBC-TV

—G—

GARDE, BETTY
Hogan's Daughter
NBC

GARDNER, ED
Duffy's Tavern
NBC

GARGAN, WILLIAM
Martin Kane, Private Eye, NBC-TV, Mutual.

GARROWAY, DAVE
Dave Garroway Show, Next Dave Garroway, NBC; Garroway At Large, NBC-TV

GATESON, MARJORIE
One Man's Family
NBC-TV

GERALD, HELEN
B. Aug. 13, 1926, New York, N. Y.; Cavalcade of America, NBC; Amstrong Theater of Today, CBS; The Eternal Light, NBC; My True Story, ABC; John Steele, Adventurer, MBS; Living, 1949, NBC, Martin Kane, Private Eye, MBS.

GIBBS, HARRY
The Mary Lee Taylor Show
NBC

GILBERT, JANICE
The O'Neills, "Peggy" DuMont; Hilltop House, CBS; Break the Bank, NBC-TV.



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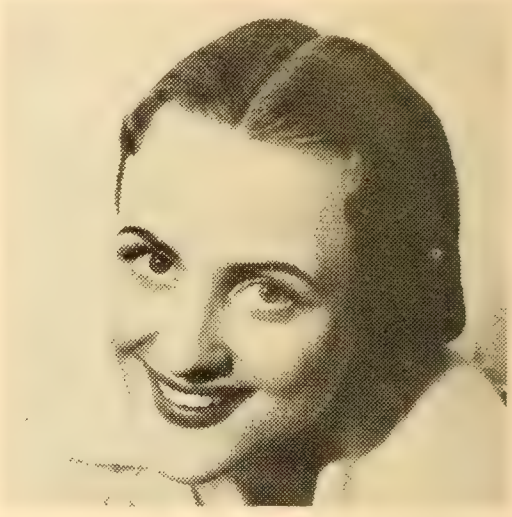


LURENE TUTTLE



WILKIE de MARTEL

Actor



CAREY CALVERT

Actress

Stage - Television - Radio - Screen

Broadway Exchange
CI 7-3997

Radio Registry
PL 7-0700

GILMAN, PAGE
One Man's Family
NBC

GILLESPIE, JEAN
The Aldrich Family
NBC

GIVOT, GEORGE
Stop Me If You've Heard This One, Bonnie Maid Versatile Varieties
NBC-TV

GODFREY, ARTHUR

B. Aug. 31, 1903, Arthur Godfrey Time, CBS; Arthur Godfrey's Talent Scouts, CBS, CBS-TV; Arthur Godfrey and his Friends, CBS-TV.

GOFF, NORRIS
Lum And Abner
CBS

GOODMAN, HARRY S.
ABC-TV

GORDON, BERT
The Eddie Cantor Show
NBC

GORDON, GALE
The Judy Canova Show, Maxwell House Coffee Time starring George Burns and Gracie Allen, Fibber McGee and Molly, The Phil Harris-Alice Faye Show
NBC

GORDON, GLORIA
Me and Janie Starring George O'Hanlon, The Alan Young Show
NBC

GOSDEN, FREEMAN
Amos 'n' Andy
CBS

GNAGY, JON
You Are An Artist
NBC-TV

GOULD, SANDRA
The Alan Young Show
NBC

GRANIK, THEODORE
American Television Forum of the Air
NBC-TV

GRANICK, THEODORE
The American Forum of the Air
NBC

GRANT, BERNARD
Big Story, NBC; Radio City Playhouse, NBC; FBI In Peace Or War, CBS; Cavalcade of America, NBC; Counterspy, ABC; Kraft Television Theater, NBC-TV

GREEN, EDDIE
Duffy's Tavern
NBC

GREENE, BILLY M.
Texaco (Milton Berle), NBC; Big Story, Mary Kay & Johnny.

GREGORY, VIRGINIA
Richard Diamond, Private Detective, Dragnet The Anacin Hollywood Star Theater
NBC

GRIMARD, FRANCOIS

We the People, NBC; The O'Neills, Dumont; Believe It Or Not, NBT; Theater Guild On The Air, NBC; Big Story, NBC.

—H—

HAAG, BOB

B. July 29, 1914, Ill.

HAINES, LARRY

B. Aug. 3, 1917, Westchester, N. Y.; Inner Sanctum, CBS; FBI In Peace & War, CBS; Gregory Hood, Mutual; Cavalcade of America, NBC; Gangbusters, CBS; Rosemary, Dr. Malone, CBS; Pepper Young, Mr. D. A., NBC.

HALL, HELEN

Barbara Welles Show, WOR; Helen Hall's Femme Fair, MBS; Winner of 1949 English Speaking Union Award for woman commentator who did most to better understanding between U. S. & Britain.

HALOP, FLORENCE
Duffy's Tavern, The Jimmy Durante Show, NBC

HAMILTON, GENE

B. Feb. 22, 1919, Toledo, O.; Carnegie Hall, Concerts by Boston Symphony; Professor Quiz; Breck Beautiful Music Concerts; News and Sports for Bethlehem Steel; News Reporter; White Rose Trio.



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Management: Martin Goodman
38 E. 57th Street New York City



ARLENE FRANCIS

Management: Martin Goodman
38 E. 57th Street N. Y. C.

HAMMOND, EARL
B. June 17, 1921, New York, N. Y.; Radio City Playhouse, NBC; Perry Mason, CBS; Official Detective, MBS; Studio One, CBS-TV; Silver Theater, CBS-TV; Kraft Theater, NBC-TV.

HARRIS, ARLENE
Fanny Brice, Baby Snooks Show
NBC

HARRIS, BETTY
The Henry Morgan Show, Betty Harris Sings
NBC

HARRIS, PHIL
B. June 24, 1906, Linton, Ind.; Orchestra Leader, Jack Benny Show, CBS; The Phil Harris-Alice Faye Show, presented by Rexall, NBC.

HARTMAN, PAUL AND GRACE
The Hartmans
NBC-TV

HASTINGS, BOB
The Adventures of Archie Andrews
NBC

HAUSNER, JERRY
Adventures of Sam Spade, NBC; My Favorite Husband, CBS; My Friend Irma, CBS

HAWK, BOB
Bob Hawk Show
CBS

HAYES, HELEN
Electric Theater
CBS

HEATH, BOYD
Saturday Night Jamboree
NBC-TV

HEIDT, HORACE
Horace Heidt Presents His Original Youth Opportunity Program
NBC

HENDERSON, MARCIA
The Aldrich Family
NBC-TV

HERSHFIELD, HARRY
B. Oct. 13, 1835. Cedar Rapids, Ia.; Can You Top This, Kate Smith, Hobby Lobby, Hildegarde.

HERSHOLT, JEAN
B. July 12, 1886, Copenhagen, Denmark; Dr. Christian (13th year), CBS.

HEWITT, ALAN
The Aldrich Family
NBC

HIGBY, MARY JANE
When A Girl Marries, Thanks For Tomorrow
NBC

HILL, RAMSEY
NBC University Theater, NBC Theater
NBC

HILLIARD, HARRIET..
The Adventures of Ozzie & Harriet
NBC

HILTON, JAMES
Hallmark Playhouse
CBS

HOFFA, PORTLAND
The Fred Allen Show
NBC

HOLLIDAY, GLORIA
The Great Gildersleeve
NBC

HONEY DREAMERS, THE
The Kay Kyser Show, Garroway At Large, NBC-TV Grennan Dessert Party, ABC-TV.

HOPE, BOB
B. May 29, 1903, London, Eng.; The Bob Hope Show, NBC, Since 1938.

HOSLEY, PATRICIA
Cavalcade of America, NBC; Armstrong Theater, CBS; The Aldrich Family, NBC.

HOWARD, TOM
It Pays To Be Ignorant
CBS

HUBBARD, IRENE
Marriage for Two
NBC

HUGHES, ARTHUR
Just Plain Bill
NBC

HULL, JOHN WARREN
B. Jan. 17, 1903, Gasport, N. Y.; Vox Pop; Fair Enough, ABC-TV: In Town Today, NBC-TV; Radio City Matinee, NBC-TV; Warren Hull Show, CBS-TV.

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IRENE RYAN

NBC

THE BOB HOPE SHOW



WARREN HULL

"Strike It Rich" . . . CBS

"Mother Knows Best"

M.C.

for Kellogg's ET

Best Wishes

MARIE WILSON

"My Friend Irma"

—I—

IDELSON, BILLY
Mixed Doubles, One Man's Family
NBC-TV

IRVING, CHARLES
The Henry Morgan Show
NBC

—J—

JAMESON, HOUSE
The Aldrich Family, NBC, NBC-TV; Marriage for Two, NBC

JANNEY, LEON
B. Apr. 1, 1917, Ogden, Utah; Ethel Merman Show, NBC; Think Fast, WJZ-TV; This is Nora Drake, CBS; Pepper Young's Family, NBC; Stop Me if You've Heard This, NBC - TV; Famous Jury Trials, DuMont-TV; Mr. Ace & Jane, CBS.

JESSEL, GEORGE
Hollywood Calling
NBC

JOELS, MERRILL E.
Theater Guild, NBC; Life Can Be Beautiful, NBC; Crime Photographer, CBS; Counterspy, ABC; Bonny Maid Varieties, NBT-TV; Chevrolet Theater, NBT-TV.

JOHNNY, THE PHILIP MORRIS BOY
This Is Your Life, Hogan's Daughter, Philip Morris Night with Horace Heidt
NBC

JOHNSON, CHICK
Fireball-Fun-For-All
NBC-TV

JOHNSON, JAY
The Fred Waring Show
NBC

JOHNSON, JUNE
Fireball-Fun-For-All
NBC-TV

JOLSON, AL
Guest Spots.

JONES, SPIKE
Spotlight Revue
CBS

JORDAN, JIM
B. Nov. 6, 1896, Peoria, Ill.; Fibber McGee and Molly on air 16 years for Johnson's Wax, NBC.

JORDAN, MARIAN DRISCOLL
B. April 15, 1897, Peoria, Ill.; Fibber McGee and Molly on air 16 years for Johnson's Wax, NBC.

JOSTYN, JAY
Mr. District Attorney
NBC

JUNKIN, HARRY W.
Radio City Playhouse
NBC

—K—

KARLOFF, BORIS
ABC, ABC-TV

KAY, GERALDINE
The Martin and Lewis Show, Curtain Time, The Dave Garroway Show
NBC

KEANE, TERI
Marriage for Two, Life Can Be Beautiful
NBC

KEARNS, JOSEPH S.
B. Feb. 12, 1907, Salt Lake City, Utah; Jack Benny, CBS; Joan Davis, CBS; Judy Canova, NBC; Lux Radio Theater, CBS; Suspense, CBS; Sam Spade, NBC.

KEEN, EARL
The Lassie Show
NBC

KEESHAN, BOB (Clarabelle, the Clown)
Howdy Doody
NBC-TV

KELK, JACKIE
The Aldrich Family
NBC, NBC-TV

KELLINO, PAMELA
The James and Pamela Mason Show
NBC

KELLY, JOE
Quiz Kids
NBC-TV

KELLY, PATSY
The Henry Morgan Show
NBC

KELTON, PERT
The Henry Morgan Show
NBC



CHARLOTTE MANSON

PETER DONALD



BUD COLLYER



JOHN LARKIN

Radio Mirror Award Winner

SChuyler 4-5700



INGE ADAMS

RADIO — TV



HORACE BRAHAM

RADIO — TV

STAGE SCREEN

LEx. 2-1100

KIERNAN, WALTER
ABC
KILPACK, BENNETT
Mr. Keen
CBS

KING, CARL
B. July 30, 1921, St. Louis, Mo.; WNEW; Freelance, Radio, TV, Movie Commentary Work.

KING, JOHN REED
B. Atlantic City; Give and Take, Missus Goes A-Shoppin', CBS; Go For The House, ABC; Three's A Crowd, WOR; Chance of a Lifetime, ABC; John Reed King Show, WOR-TV.

KING, PEE WEE
B. Feb. 18, 1914, Green Bay, Wis.; Pee Wee King Show, WAVE, WAVE-TV, Louisville, Ky.

KINSELLA, WALTER
Martin Kane, Private Eye, NBC-TV; The Adventures of Archie Andrews, NBC

KIRK, LISA
(See Vocal Artists)
KIRKPATRICK, JESS
The Judy Canova Show, The Meredith Willson Show
NBC
KIRKWOOD, JACK
The Adventures of Ozzie and Harriet, The Bob Hope Show
KIRSTEN, DOROTHY
Kraft Music Hall, Light Up Time
NBC
KOLLMAR, DICK
Broadway Scrapbook
NBC-TV
KYSER, KAY
Kay Kyser's College of Musical Knowledge
NBC-TV

—L—

LADD, HANK
The Arrow Show
NBC-TV
LAKE, ARTHUR
Blondie
NBC
LAMOUR, DOROTHY
The Sealtest Variety Theater Starring Dorothy Lamour
NBC
LANDERS, MURIEL R.
Swift Show, WNBT; Morey Amsterdam, WABD; Paul Winchell Show, CBS-TV.

LARKIN, JOHN
A Tree Grows in Brooklyn; Right to Happiness, NBC; Perry Mason, CBS.

LaRUE, JACK
Lights Out
NBC-TV
LAST, RUTH
Quiet Please, ABC-WJZ · City At Midnight, NBC - WNBC; Modern Romances, ABC-WJZ
LAUCK, CHET
Lum And Abner
CBS

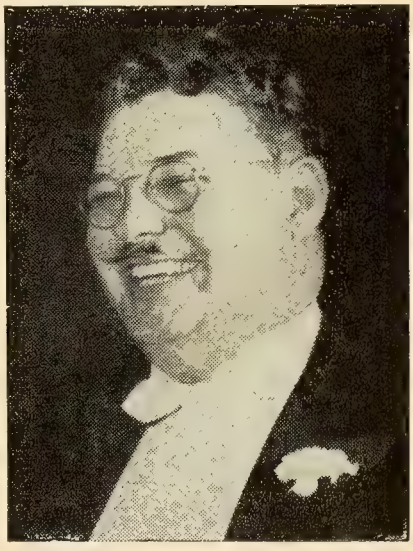
LAURIE, JOE, JR.
Can You Top This?, NBC.
LAWRENCE, BILL
Arthur Godfrey Time
CBS, CBS-TV

LAZAR, WILLIAM T.
B. July 8, 1921, Appleton, Wis.; We, The People, CBS, CBS-TV, NBC; True Story, ABC; Sunday Salmgundi, WMCA; Jack Smith Show, CBS.
LEAR, LES
Welcome Travelers
NBC
LEDOUX, LEONE
Fanny Brice, Baby Snooks Show
NBC
LEEDS, PHIL
The Jane Pickens Show
NBC
LeFEVRE, NED
A Life in Your Hands
NBC
LEGRAND, DICK
The Great Gildersleeve, Fibber McGee and Molly
NBC
LEONARD, BILL
This Is New York
WCBS
LEONARD, JIMMY
Circle Arrow Show
NBC
LEONARD, SHELDON
The Martin and Lewis Show, The Judy Canova Show, The Alan Young Show
NBC



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WOR's
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PROF. QUIZ



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Circle 6-9400



LON CLARK
Title Role in "Nick Carter" MBS
"The Comic Weekly Man" ET
Writer—Producer—Narrator of
Children Albums
Actor — Announcer — Narrator
PL. 7-0700

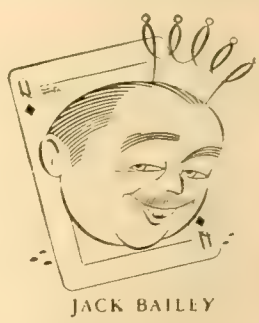


Fran Allison
"Aunt Fanny"
ABC "Breakfast Club"
8:00 to 9:00 a.m.
CST



KATHI NORRIS
N.B.C.-T.V.

WHAT'S
COOKIN'?*



JACK BAILEY

With **JACK BAILEY**—It's

QUEEN FOR A DAY

*

COMEDY OF ERRORS

*

Q. 4 A D — TV

*Book Selling
"WHAT'S COOKIN'"
(World—$1.00)

LEVANT, OSCAR
Kraft Music Hall
NBC

LEWIS, CATHY
The Great Gildersleeve
NBC

LEWIS, ELLIOTT

B. Nov. 27, New York, N. Y.; Phil Harris, NBC; Broadway Is My Beat (Direct), CBS; Gregory Hood, MBS; Scarlet Queen, MBS.

LEWIS, FORREST
Meet the Meeks
NBC

LEWIS, JERRY
The Martin and Lewis Show
NBC

LEWIS, ROBERT Q.

The Show Goes On, Arthur Godfrey and His Friends, CBS-TV; Perry Como Show (summer replacement, NBC-TV; Godfrey Morning Series, CBS).

LINDLAHR, VICTOR H.
ABC

LINKLETTER, ART
People Are Funny
NBC

LIVINGSTONE, MARY

(Mrs. Jack Benny); B. June 23, 1909, Seattle, Wash.; The Jack Benny Show, CBS.

LLOYD, JACK
Screen Guild Players, NBC Theater, NBC; Leave It To Joan, Railroad Hour, Dr. Christian, Junior Miss, CBS

LOBBIN, PEGGY
The Henry Aldrich Show
NBC

LOCKE, RALPH
Life Can Be Beautiful, NBC; True Detective, WOR; Mystery Stories, WOR.

LOFT-LYNN, JAY
Family Theater, MBS, KHJ; What's the Name of that Song, MBS, KHJ

LORD, PHIL
Meet the Meeks
NBC

LORDE, ATHENA

B. New York, N. Y.; Lights Out, NBC-TV; The Big Story, NBC, NBC-TV; Men Against Crime, CBS-TV; The Clock, NBC-TV; Gang Busters, CBS; Modern Romances, ABC.

LORRING, JOAN
This Is Nora Drake
NBC

LOVEJOY, FRANK

B. March 28, New York, N. Y.; Night Beat, NBC; Pictures—Home of the Brave, Backfire.

LUDDEN, ALLEN
Mind Your Manners
NBC

LYDON, JIMMIE
Youg Love
CBS

LYNCH, CRISTOPHER
Voice of Firestone
NBC

LYTELL, BERT
Philco Television Playhouse.
One Man's Family
NBC-TV

—Mc—

MacMICHAEL, FLORENCE
The Martin and Lewis Show
NBC

MacMURRAY, FRED
Four Star Playhouse
NBC

MacRAE, GORDON
The Railroad Hour
NBC

MAC QUARRIE, HAVEN

Originator of Noah Webster Says; The Marriage Clue, Do You Want To Be An Actor, It Can Happen To You, ABC.

McBRIDE, MARY MARGARET

Mary Margaret McBride Program, NBC, WGN.

McCAFFERY, JOHN K. M.
Author Meets The Critic
NBC-TV

McCARTY, MARY
Admiral Broadway Review
NBC-TV

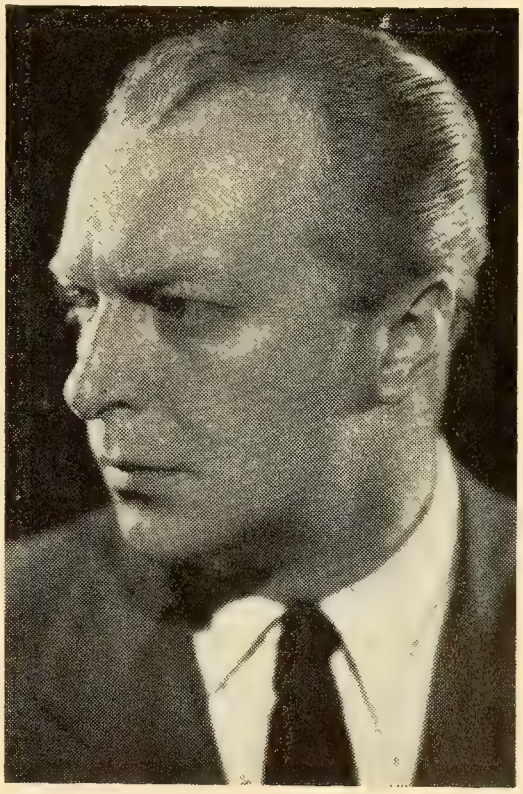
McCONNELL, LULU
It Pays To Be Ignorant
CBS



Carole Mathews

RADIO — TV

EL. 5-0300



STAATS COTSWORTH

SC. 4-5700



LEON JANNEY

RADIO — TV

PL. 7-0700



JAN MINER

RADIO-TV

PL. 7-0700



HELEN GERALD

PL 7-0700



MICHAEL FITZMAURICE

"When a Girl Marries" . . . N B C

"Pepper Young's Family" . . N B C

Radio Registry

McCONNELL, SMILIN' ED
B. Jan. 1, 1892, Atlanta, Ga.; Brown Shoe Co., NBC; Mantle Lamp Co., ABC.

McCOY, JACK
Hollywood Calling
NBC

McCRARY, TEX
Tex and Jinx Program
NBC

McCUNE, HANK
The Hank McCune Show
NBC-TV

McDANIEL, HATTIE
Beulah
CBS

McDONALD, DONALD
Big Town
NBC

McDONNELL, CRAIG
Story Shop
NBC

McELROY, JACK
B. Oct. 21, 1913, Kansas; Welcome to Hollywood (formerly Breakfast in Hollywood), ABC; Bride And Groom, ABC.

McGEEHAN, PAT
The Red Skelton Show
NBC

McGOVERN, JOHNNY
Smilin' Ed McConnell and His Buster Brown Gang
NBC

McGRATH, PAUL
Inner Sanctum
CBS

McGRAW, CHARLES
Dragnet
NBC

McLAUGHLIN, DON
Road of Life
NBC

McNAUGHTON, HARRY
It Pays To Be Ignorant
CBS

McNELLIS, MAGGI
Leave It To The Girls
NBC-TV

— M —

MACK, TED
Original Amateur Hour
NBC-TV

MAITLAND, ARTHUR
The Adventures of Archie Andrews
NBC

MALONE, TED
B. May 18, 1908, Colorado Springs, Colo.; Ted Malone, ABC; The Prudential Family Hour, CBS; Tele Series, WRBG, ABC.

MANDEL, SIDNEY A.
Daffy Derby, WBKB-TV, Chicago; The Enchanted Book, WXRT, Chicago; Spinning 'n' Chinning, KGST, Fresno Calif.

MANN, GLORIA
The Adventures of Archie Andrews
NBC

MANN, RHODA
Howdy Doody
NBC-TV

MANSON, CHARLOTTE
Nick Carter (Patsy), MBS; Nora Drake (Carol Douglas), CBS; Twenty Questions, MBS; Cavalcade of America, NBC; The Sheriff, ABC; Modern Romances, ABC.

MANNING, JACK W.
Ford TV Hour, CBS; Theater of Romance, CBS-TV Suspense, CBS-TV

MARCH, HAL
The Alan Young Show
NBC

MARCO, FATSO
The Texaco Star Theater
NBC-TV

MAREN, JERRY
Smilin' Ed McConnell and His Buster Brown Gang
NBC

MARKS, SHERMAN
Meet the Meeks
NBC

MARSHALL, DR. ROY
The Nature of Things
NBC-TV



A Kiss From

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Spin-ingly Yours

"Rosemary Wayne Spins"—WJJD
"Full House" (audience participation) WJJD
Conductor of the column—
"No Foolin'"



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STAR OF

CBS'

"54th STREET REVUE"



Merrill E. Joels

RADIO—TELEVISION—STAGE

PL 7-0700



SHIRLEY EGGLESTON

LEx. 2-1100



LYNN SALSBURY

Radio Television Theatre

"PRIVATE EYE"

"LIGHTS OUT"

RE. 7-0875



"HOMER"

Thursday — 8 p.m. . . . WNBC

Sunday — 7:30 p.m. . . . WNBT

MARTIN, DEAN
The Martin and Lewis Show
NBC

MARX, GROUCHO
You Bet Your Life
CBS

MASON, JAMES
The James and Pamela Mason Show
NBC

MATHEWS, CAROLE
The Clock, Texaco Star Theater, Martin Kane, Private Eye, NBC-TV; Winter Take All, CBS-TV; Lux Radio Theater, Screen Guild, CBS.

MAY, MARTY
Fireball-Fun-For-All
NBC-TV

MAYER, HEIDY
Here's Heidy
MBS

MEIGHAN, JAMES
Backstage Wife, Just Plain Bill
NBC

MELTON, JAMES
Harvest of Stars
NBC

MERKEL, UNA
The Great Gildersleeve
NBC

MERMAN, ETHEL
The Ethel Merman Show
NBC

MERRILL, LOU
Smilin' Ed McConnell and His Buster Brown Gang
NBC

MERRILL, ROBERT
Music America Loves Best, Robert Merrill with the Boston Pops Orchestra & Arthur Fiedler
NBC

MILLER, MARVIN
The Railroad Hour, Smilin' Ed McConnell and His Buster Brown Gang, NBC.

MILLER, SIDNEY
Me and Janie Starring George O'Hanlon
NBC

MINER, JAN
Casey, Crime Photographer, CBS; Road of Life, NBC; Break the Bank, NBC; Radio City Playhouse, NBC; Big Sister, CBS; Lights Out, NBC-TV.

"MINNIE PEARL" (Ophelia Colley)
Grand Ole Opry
NBC

MITCHELL, EVERETT
National Farm & Home Hour
NBC

MITCHELL, SHIRLEY
The Great Gildersleeve, The Alan Young Show
NBC

MOHR, GERALD
Philip Marlowe
CBS

MOODY, BLAIR
Meet Your Congress
NBC-TV

MOORE, GARRY
B. Jan. 31, 1915; The Garry Moore Show, CBS.

MONROE, VAUGHN
Carmel Caravan
CBS

MOORE, GARRY
Garry Moore Show
CBS

MORGAN, CLAUDIA
Right to Happiness
NBC

MORGAN, HENRY
Henry Morgan Show
NBC

MULDERICK, RAY
Hands of Murder, Captain Video, DuMont-TV; Celebrity Time, ABC-TV

MULLEN, CHARLES H.
Marriage For Two, NBC; The Lady Next Door, NBC-TV; MGM Theater, WMGM, etc.; Eternal Light, NBC; The Brighter Day, CBS; Helen Trent, NBC; Front Page Farrell, NBC.

MURPHY, GEORGE
Hollywood Calling
NBC

MURRAY, LYN
Hallmark Playhouse, CBS.

RADIO

Amzie Strickland

TV

LExington 2-1100

JOHN BROWN

•

MY FRIEND IRMA
THE LIFE OF RILEY
A DATE WITH JUDY
OZZIE AND HARRIET
THE DENNIS DAY SHOW



JOE De SANTIS

PL 7-0700



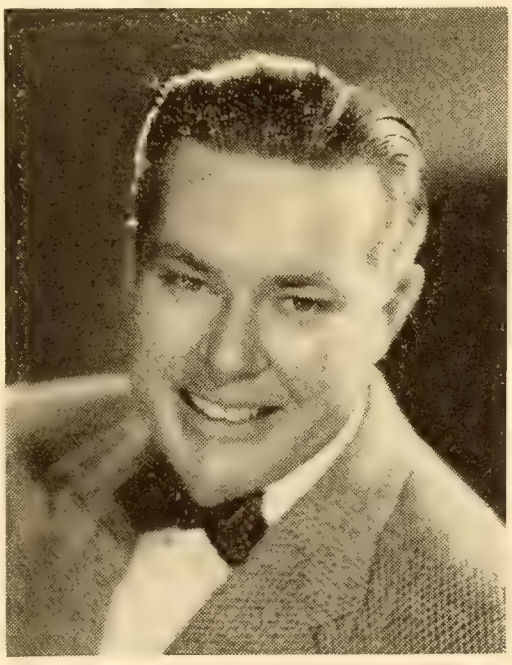
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Leads, Characters

Dialects, Authentic Spanish

Distinctive Doubles

Radio Registry



EDDIE DUNN

9 Eastwoods Lane

Scarsdale, N. Y.



ED EAST

Management

STEMPEL—OLENICK

—N—

NAISH, J. CARROL
B. Jan. 21, 1900, New York, N. Y.; Life with Luigi, KNX-CBS.

NELSON, DAVID
The Adventures of Ozzie and Harriet
NBC

NELSON, FRANK
The Alan Young Show, Fanny Brice-Baby Snooks Show, A Day in the Life of Dennis Day
NBC

NELSON, RICKY
The Adventures of Ozzie and Harriet
NBC

NELSON, OZZIE
The Adventures of Ozzie and Harriet
NBC

NIESSEN, CLAIRE
Backstage Wife
NBC

NILSON, NORMA JEAN
Father Knows Best
NBC

NOLAN, JEANETTE
One Man's Family
NBC

NORRIS, KATHI
Kathi Norris Show, NBC-TV; Spin The Picture, Your Television Shopper, Chevrolet New Year Party, DuMont.

NORTH, ROBERT
The Phil Harris-Alice Faye Show
NBC

NUETZMAN, DELMAR A.
Cavalcade of America, NBC; My True Story, ABC; Famous Jury Trials, WABD.

—O—

OCKO, DANIEL
Cavalcade of America, NBC; Mystery Theater, CBS; Mr. Cameleon, CBS

O'CONNOR, ROD
(See Announcers).

O'DAY, MICKEY
Big Town
NBC

OGG, JIMMY
Smilin' Ed McConnell and His Buster Brown Gang
NBC

O'HANLON, GEORGE
Me & Janie Starring George O'Hanlon
NBC

OHMART, CAROL
Bonny Maid Versatile Varieties
NBC-TV

O'KEEFE, WALTER
B. Aug. 18, 1900, Hartford, Conn.; Double or Nothing, NBC.

OLSEN, J. C.
Fireball-Fun-For-All
NBC-TV

OLMSTED, NELSON
Eye Witness, NBC-TV; Story For Today, ABC; What Happens Now, WOR-TV

OLSEN, JOHNNY
B. May 22, 1910, Windom, Minn.; Ladies Be Seated; What's My Name?; Johnny Olsen's Rumpus Room; Club Matinee, ABC; Ladies Man, WOR, Johnny Olsen's Luncheon Club, WMGM; Adelaide Hawley's Fashion Show; Doorway to Fame; Ladies Be Seated, WABD; Fun For The Money, ABC-TV.

OLSEN, OLE
Fireball-Fun-For-All
NBC-TV

OWEN, ETHEL
Hogan's Daughter
NBC

—P—

PARKS, BERT
Break The Bank
NBC-TV

PAUL, RALPH
(See Announcers)

PAUL, SIDNEY
B. Sept. 28, 1917, New York, N. Y.; FBI, CBS; Big Story, NBC; Modern Romances, ABC; Mysterious Traveler, WOR; Nick Carter, WOR; Hollywood Screen Test, ABC-TV.



SIDNEY PAUL

RADIO — TV — STAGE

LExington 2-1100



THE VERSATILE BOB DIXON

Ed Murrow Program—CBS
"Chuckwagon"—CBS-TV
Perry Mason—CBS
"Life Can Be Beautiful"—NBC

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AL RAMSEN

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Actors Studio—Lights Out—City At Midnight—
Screen—City Across The River.
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LEN DOYLE

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MR. DISTRICT ATTORNEY

NBC

Easy Aces

Yumpin' Yimminy

YONNIE OLSEN

Producer—Performer

JOHNNY OLSEN'S

Ladies Be Seated

ABC (Philip Morris)

. . .

JOHNNY OLSEN'S

Rumpus Room

WABD — (Premier Foods)

. . .

ALSO MAKING RECORDS

RCA Victor

. . .

PAWLEY, EDWARD
Big Town
NBC

PAYNE, VIRGINIA
Ma Perkins
NBC

PEARCE, ALICE
The Henry Morgan Show
NBC

PEARSON, TED
Cavalcade of America
NBC

PEARY, HAL (Harold Jose De Farla)
B. July 25, 1908, San Leandro, Calif.; Throckmorton P. Gildersleeve on The Great Gildersleeve, NBC.

PERERA, LYDIA
Story to Order
NBC

PETERSON, HOUSTON
Theater of the Mind
NBC-TV

PIASTRO, MISHEL
Symphonette
CBS

PICKENS, JANE
Jane Pickens Show
NBC

PIOUS, MINERVA
The Fred Allen Show
NBC

POWELL, DICK
Richard Diamond, Private Detective
NBC

POWELL, DOANE
ABC-TV

POWERS, LEONA
The Aldrich Family
NBC

PRITCHETT, FLORENCE
Leave It To The Girls
NBC-TV

PRUD'HOMME, CAMERON
David Harum
NBC

PRYOR, ROGER
NBC Summer Theater, The Theater Guild on the Air, NBC; Pause That Refreshes, CBS

PRYOR, ROGER
Pause That Refreshes
CBS

—Q—

QUESTEL, MAE
The Henry Morgan Show
NBC

QUINLAN, ROBERTA
Mohawk Showroom
NBC-TV

—R—

RABE, JOHN
When a Girl Marries
NBC

RAE, JOAN
Blondie
NBC

RAEBURN, BRYNA
Silver Theatre with Chico Marx, CBS-TV; Katie Nolan in A Tree Grows in Brooklyn, NBC; Counterspy, Chandu, The Magician, ABC; Gangbusters, CBS; Theatre Guild on The Air, Mr. District Attorney, NBC.

RAHT, KATHERINE
The Aldrich Family
NBC

RAMSEN, AL
B. Feb. 7, 1926, New York, N. Y.; Suspense, Ford Theatre, CBS; Actors Studio, ABC; City at Midnight, Lights Out, Big Story, NBC.

RANDOLPH, LILLIAN
The Great Gildersleeve
NBC

RANKIN, PETER
Smilin' Ed McConnell & His Buster Brown Gang
NBC

RASKYN, SAM
Famous Jury Trials
Dumont

RATHBONE, BASIL
Chesterfield Supper Club
NBC

RAYMOND, GENE
B. Aug. 13, 1908, New York, N. Y.; The Amazing Mr. Malone, ABC; Family Theater, Stars Over Hollywood.



BOB HAAG

JOHN REED KING

"Give And Take" . . . CBS

"Missus Goes A-Shopping" . WCBS

"Chance Of A Lifetime" . . . ABC

John Reed King Show . . . WOR-TV



Phil Clarke

Call Radio Registry



LARRY HAINES



SCOTT DOUGLAS

ANNOUNCER

DUMONT NETWORK

Sports Commentator

SC. 4-5700

ACTOR M.C.



ROD O'CONNOR

RED SKELTON SHOW
DUFFY'S TAVERN SHOW
PEOPLE ARE FUNNY SHOW

MOTION PICTURES

"FULLER BRUSH MAN"
"SOUTHERN YANKEE"

REED, ALAN
The Eddie Cantor Show, Life of Riley
NBC

REES, LANNY
Life Of Riley
NBC-TV

REESE, JOY
Mr. Fixit
NBC

REINHART, ALICE
Volume One, No. 3 TV, ABC; Cavalcade of America, NBC
The Tremaynes, WOR

RICE, ROSEMARY
The Adventures of Archie Andrews
NBC

ROBB, MARY LEE
The Great Gildersleeve
NBC

ROBBINS, PATRICIA
One Man's Family
NBC-TV

ROBERTS, JERRY
Junior Town Meeting, Your American Music Nite Time Frolic, WAAT.

ROBINSON, BARTLETT
Portia Faces Life
NBC

RODEMEYER, TOMMIE
The Mary Lee Taylor Show
NBC
The Mary Lee Taylor Show
NBC

ROGERS, BUDDY
Pick A Date, ABC Buddy Rogers Showcase, ABC-TV

ROGERS, ROY
B. Nov. 5, 1912, Cincinnati, O.; Sponsored on 561 station MBS by Quaker Oats.

ROLFE, MARY
The Aldrich Family
NBC

ROMANO, TONY
The Johnny Bradford Show with Tony Romano
NBC

ROOSE, JEANINE
The Phil Harris-Alice Faye Show
NBC

ROSENFIELD, JOE, JR.
Happiness Exchange, MBS; Couple Of Joes, ABC

ROSS, ANTHONY
Suspense, CBS-TV; Studio One, CBS-TV; Broadway's My Beat, CBS

ROSS, EARL
The Great Gildersleeve
NBC

ROSS, LANNY
The Swift Show
NBC-TV

ROUVERAL, JEAN
One Man's Family
NBC

RUBIN, BENNY
Stop Me If You've Heard This One, Benny Rubin Show
NBC-TV

RUSKIN, COBY
Gobo's Circus
NBC-TV

RUSSELL, ROSALIND
Four Star Playhouse
NBC

RUSSELL, RUTH
Just Plain Bill
NBC

RUSSELL, RUTH
Just Plain Bill
NBC

RUSSELL, F. ALDEN
ABC

RUSSELL, TODD
Strike It Rich
CBS

RUTHERFORD, ANN
Blondie
NBC

RYAN, DICK
Red Skelton Show
NBC

RYAN, IRENE
B. Oct. 17, El Paso, Texas; The Bob Hope Show, NBC.

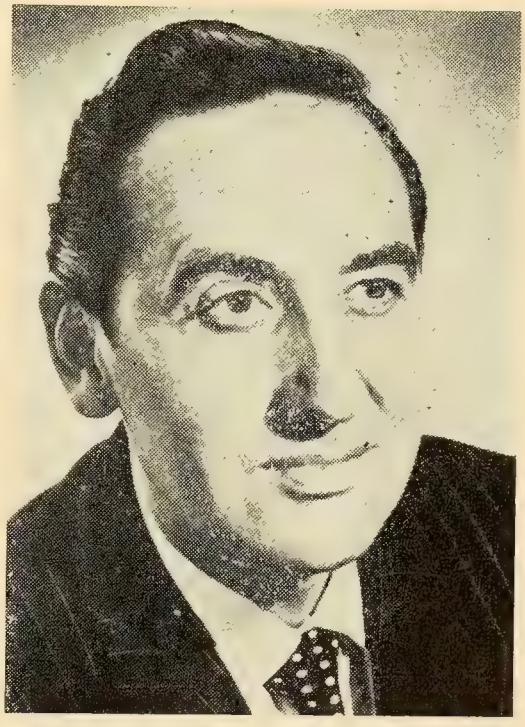
—S—

ST. JOHN, ROBERT
Believe It Or Not Sketchbook
NBC-TV

SALSBURY, LYNN T.
B. Aug. 7, 1920, New York, N. Y.



BOB STANTON
NBC



RALPH CAMARGO
ACTOR-ANNOUNCER
NARRATOR
PL. 7-0700



ERNIE SIMON

NOW BROADCASTING AND TELEVISING
23 HOURS WEEKLY
4TH CONSECUTIVE YEAR ON WJJD, CHICAGO
Sponsored continuously for 2nd straight year
on WBKB, Chicago—5 nights weekly

JOSEPH KEARNS



EARL HAMMOND

RADIO-TV
As Detective Sgt. Lane In
"INSIDE DETECTIVE"
WABD—Saturday—8:30-9:00
LExington 2-1100



BILL LAZAR

RADIO-TV
PL. 7-0700

SANDERSON, IVAN
Ivan Sanderson Program
NBC

SAWYER, HAL
ABC, ABC-TV

SCOTT, ALAN
Television Screen Magazine
NBC-TV

SCOTT, MARTHA
The Great Gildersleeve
NBC

SCOURBY, ALEXANDER
The Eternal Light
NBC

SEMON, LARRY EDUND
The Clock
NBC-TV

SEYMOUR, ANNE
Against The Storm, MBS; Portia Faces Life, NBC; Greatest Story Ever Known, ABC; A Tree Grows in Brooklyn, NBC

SEYMOUR, DAN
Sing It Again, Aunt Jenny
CBS

SHEA, JOAN
The Adventures of Archie Andrews
NBC

SHELDON, LEONARD
A Day in the Life of Dennis Day, Judy Canova Show
NBC

SHELLEY, JOSHUA
Actors Studio, Studio One, CBS-TV; Big Story, Front Page Farrell, Henry Aldrich, NBC; The Clock, NBC-TV

SHELTON, GEORGE
It Pays To Be Ignorant
CBS

SHERRY, BOB
Armstrong of the Air, CBS; When A Girl Marries, NBC; Life of Riley, NBC, NBT; The Goldbergs, CBS.

SHIELDS, ARTHUR
Your Show Time
NBC-TV

SHORE, DINAH
(See Vocal Artists)

SHRINER, HERB
Herb Shriner Time, CBS; Herb Shriner Show, CBS-TV.

SILVER, JEFFREY
Me and Janie Starring George O'Hanlon, Blondie
NBC

SILVERS, PHIL
The Phil Silvers Arrow Show
NBC-TV

SIMON, ERNIE
B. Jan. 22, 1919, Washington, D. C.; Simon Speaks, Simon Speaks Again, WJJD, Chicago; Curbstone, Cut-Up, WBKB, Chicago.

SINATRA, FRANK
Your Hit Parade, Light Up Time
NBC

SINGLETON, DORIS
A Day in the Life of Dennis Day, Maxwell House Coffee Time Starring George Burns and Gracie Allen
NBC

SINGLETON, PENNY
Blondie
NBC

SKELTON, RED
Red Skelton Show
CBS, NBC

SKINNER, GEORGE
Circle Arrow Show
NBC

SLATTERY, EDWARD
Your Song And Mine
CBS

SLOAN, EVERETT
Hogan's Daughter
NBC

SLOANE, BOB
The Big Story
NBC, NBC-TV

SMITH, BOB
Howdy Doody, Gulf Road Show
NBC-TV

SMITH, HOWARD
The Aldrich Family, Hogan's Daughter
NBC

SMITH, KATE
ABC

SMOLEN, VIVIAN
Stella Dallas
NBC



CHUCK ACREE
Funmaster of Ceremonies
"Something To Talk About"
"K-I-D-S Karnival"
"Hint Hunt"
"Man On The Farm"



ROD BROWN
RADIO — TV
PL. 7-0700



FRANCOIS GRIMARD
RADIO-TV ARTIST
SChuyler 4-5700



HANS CONREID
Director: "STARS OVER HOLLYWOOD"
C.B.S.
Featured in: "LIFE WITH LUIGI"
"MY FRIEND IRMA"
C.B.S.

STEVE
ALLEN

Stars of
CBS's

THE STEVE ALLEN
SHOW

PAUL ARNOLD

Singer -- Actor

"Paul Arnold Show"
CBS-TV
Daily 7:15-7:30 P.M.

Radio Registry—
PL. 7-0700

SMYTHE, J. ANTHONY
One Man's Family
NBC

SOUBIER, CLIFF
Colgate Theater, Viv & Sade
NBC-TV

STAFFORD, HANLEY
Blondie, Fanny Brice - Baby Snooks Show
NBC

STANG, ARNOLD
Milton Berle Show, NBC; Eddie Cantor Show, NBC; Henry Morgan Show, NBC; Theater Guild, Texaco Star Theater, ABC.

STANTON, BOB
B. April 14, 1905, Minneapolis, Minn.; Mohawk Showroom, NBC-TV; Football (Lucky Strike), NBC-TV; Boxing (Gillette), NBC-TV; Philco Playhouse, NBC-TV; Tennis (Davis Cup, Nationals), NBC-TV; Wrestling (Trommers), NBC-TV; Robert Montgomery Show, NBC-TV.

STEARNES, MARY KAY AND JOHNNY
Mary Kay and Johnny Show
NBC-TV

STEBER, ELEANOR
Voice of Firestone
NBC

STEFAN, BUD
Fibber McGee and Molly
NBC

STEMMLER, EDGAR
The Mary Lee Taylor Show
NBC

STEPHENS, JAMES D.
Big Story, NBC; FBI in Peace and War, CBS; Aldrich Family, NBC.

STERLING, JACK
WCBS

STEWART, JAY
(See Announcers).

STEWART, NICODEMUS
The Alan Young Show
NBC

STONE, EZRA
The Aldrich Family
NBC

STONE, HARLAN
The Adventures of Archie Andrews
NBC

STONE, SID
Texaco Star Theater
NBC-TV

STORM, DOROTHY
The Goldbergs, CBS - TV; Cavalcade of America, CBS

STRICKLAND, AMZIE
B. Jan. 10; Oklahoma City, Okla.; Call The Police, CBS; Big Story, NBC; FBI in Peace & War, CBS; Mr. and Mrs. North, CBS; Inner Sanctum, CBS; The Shadow, MBS.

SUDROW, LYLE
My Silent Partner
NBC

SUMMER, HOPE
Meet the Meeks
NBC

SWENSON, KARL
Lorenzo Jones
NBC

— T —

TARPLIN, MAURICE J.
Mysterious Traveler, Boston Blackie, MBS; Flashgun Casey, CBS.

TAYLOR, DEEMS
Philharmonic Symphony
CBS

TAYLOR, F. CHASE
Duffy's Tavern
NBC

TAYLOR, MARY LEE
The Mary Lee Taylor Show
NBC

TENNYSON, SCOTT P.
Cavalcade of America, NBC; Big Story, NBC; Harvest of Stars, NBC; Gangbusters, CBS; Counterspy, ABC; Modern Romances, ABC

TETLEY, WALTER
The Great Gildersleeve, The Phil Harris-Alice Faye Show
NBC

THALL, BILL
Circle Arrow Show, Family Time
NBC

THOMAS, ANN
Theater Guild, Molle Mystery, The Fat Man, Willie Piper Mennen Shavetime, Hour Glass, Henry Morgan Show, NBC.

HAROLD PEARY

"THE GREAT GILDERSLEEVE"

FOR KRAFT FOODS

NBC — WEDNESDAY

8:30 P.M. EST

8:30 P.M. PST

7:30 P.M. CST

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WIsconsin 7-0038



ETHEL THORSEN

. . . photographed by James J. Kriegsmann, N. Y.

THOMAS, DICK
Village Barn
NBC-TV

THOMAS, FAYE
Hollywood Calling
NBC

THOMAS, FRANK M., SR.
The Black Robe
NBC-TV

THOMPSON, BILL
Fibber McGee and Molly
NBC

THORSON, RUSSELL
One Man's Family, NBC-TV; Dr. Paul, NBC

TICHENOR, TOM
Wormwood Forrest
NBC

TILLSTROM, BURR
Kukla, Fran & Ollie, NBC-TV.

TINNEY, CAL
Stop Me If You've Heard This One
NBC-TV

TOKER, NORMAN
The Aldrich Family
NBC

TOMACK, SID
Life of Riley
NBC-TV

TOMPKINS, JOAN
This Is Nora Drake
NBC

TREMAYNE, LES
Rube Goldberg's Show, WPIX; Morey Amsterdam Show, CBS; The Tremaynes, WOR; The Falcon, WOR-MBS; The Thin Man, NBC

TROUT, DINK
A Day in the Life of Dennis Day
NBC

TROUT, ROBERT
Who Said That?
NBC-TV

THOMAS, CALVIN
One Man's Family
NBC-TV

TUTTLE, LURENE
B. Aug. 20, 1907, Pleasant Lake, Ind.; Pasadena Jr. Coll.; U.S.C. Drama Course; Adventures of Sam Spade, NBC; Red Skelton, CBS; Lux Radio Theatre, CBS; Suspense, CBS.

—V—

VAN DYK, JAMES
Mr. District Attorney, Big Town, WNBC; Counter Spy, WJZ; Studio One, WCBS-TV; Kraft Theater, WNBT: Famous Jury Trials, WABD

VAGUE, VERA
The Jimmy Durante Show
NBC

VALENTINE, LEW
Dr. I. Q.
NBC

VAN ROOTEN, LUIS

VARDEN, NORMA
University Theater, NBC; Screen Directors Playhouse, NBC; Sherlock Holmes, NBC

VAUGHAN, BERYL
Meet the Meeks
NBC

VAUGHN, WALTER
The Adventures of Archie Andrews
NBC

VINE, BILLY
The Jimmy Durante Show
NBC

VOLA, VICKI
Mr. District Attorney, NBC; Betty Moore Program, MBS; Jungle Jim, ET.

—W—

WALDO, JANET
Young Love, Corliss Archer, CBS; The Adventure of Ozzie & Harriet, NBC

WALKER, DANTON
Danton Walker's Broadway Scrapbook
NBC-TV

WALPOLE, HELEN
B. Birmingham, Ala.; Personalized Commentaries on Fashion Review, NBC-TV; Adventure in Reading, Great Plays, NBC.

WAKELY, JIMMY
(See Vocal Artists)

WALL, LUCILLE
Lorenzo Jones, Portia Faces Life
NBC

WARING, FRED, & HIS PENNSYLVANIANS
NBC; CBS-TV.

WARNER, GERTRUDE
ABC

WATERMAN, WILLARD
Me & Janie Starring George O'Hanlon
NBC

WATKINS, LINDA
Marriage for Two
NBC

WEATHERWAX, RUDD
The Lassie Show
NBC

WEBB, JACK
Dragnet
NBC

WEBBER, PEGGY
The Alan Young Show, Dragnet
NBC

WEIL, LISL
Children's Sketch Book
NBC-TV

WELLS, SARAJANE
Dr. Paul
NBC

WEVER, NED
Young Widder Brown
NBC

WHITE, PATRICIA
The Bigelow Show
NBC-TV

WHITFIELD, ANNE
Phil Harris-Alice Faye Show, NBC; My Favorite Husband, CBS; Baby Snooks, NBC

WHITING, BARBARA
The Great Gildersleeve
NBC

WHITLEY, JUNE
Father Knows Best
NBC

WICKER, IREENE
Ireene Wicker, The Singing Lady, ABC-TV.

WILLIAMS, FLORENCE
Front Page Farrell
NBC

WILLIAMS, RHODA
Father Knows Best
NBC

WILSON, ETHEL
The Aldrich Family, NBC-TV; Marriage For Two, NBC

WILSON, LOIS
The Aldrich Family
NBC-TV

WILSON, MARIE
B. Anaheim, Calif., Aug. 19, 1916· Star of My Friend Irma (CBS).

WILSON, WARD
Can You Top This?, NBC; Aldrich Family, Mr. District Attorney, Gloomdodgers.

WINCHELL, PAUL
B. Dec. 21, 1923, New York, N. Y.; Bigelow Show, CBS-TV; Cavalcade of Stars, DuMont-TV; Milton Berle, NBC-TV; Celebrity Time, ABC-TV; We The People, CBS-TV.

WINSLOWE, PAULA
Life of Riley
NBC

WINTERS, GLORIA
Life of Riley
NBC-TV

WINTHROPE, BARBARA
Dorothy Dix at Home
NBC

WRAGGE, BETTY
Pepper Young's Family
NBC

WYNN, ED
Ed Wynn Show
CBS-TV

—Y—

YARBOROUGH, BARTON
Dragnet, One Man's Family
NBC

YORKE, DICK
Meet the Meeks
NBC

YOUNG, ALAN
B. 1921, Canada, The Alan Young Show, CBS-TV.

YOUNGER, BEVERLY
Curtain Time
NBC

YOUNG, EVE
Story Shop
NBC

YOUNG, LORETTA
Four Star Playhouse
NBC

YOUNG, ROBERT
Father Knows Best
NBC

YOURMAN, ALICE
The Adventures of Archie Andrews
NBC

—Z—

ZERBE, LAWSON
Adventures of Frank Merriwell
NBC



"TWO TON" BAKER
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and Free-Lance Radio Star

"Two Ton" Baker Show
8:15 a.m. daily—WGN, Chicago

"Baker's Spotlight"
4:30 p.m. daily—WGN, Chicago

"Two Ton" Baker
Chicago 11, Ill.

Vocal Artists

(RADIO AND TELEVISION)

—their work during 1949

—A—

ABROMAVICH, KARIN
WTCN, Minneapolis, Minn.
ADAMS, JOANN
WRGA, Rome, Ga.
AIKEN, DICK
WTRR, Sanford, Fla.
AKIN, JACK T.
WMAP, Monroe, N. C.
ALEXANDER, DURELLE
WBAP-TV, Fort Worth, Tex.
ALLEN, EMORY
WRBL, Columbus, Ga.
ALM, JEANNE
WDAY, Fargo, N. Dak.
AMES, FRANK
WHBC, Canton, O.
ANDERSON, PAUL
WJTN, Jamestown, N. Y.
ANDREWS, JOHNNY
Easy Does It
WNBT, New York, N. Y.

ANDREWS SISTERS
Laverne, B. July 6, 1915; Maxene, B. Jan. 3, 1918; Patricia, B. Feb. 1, 1920, Minneapolis, Minn.; Eight to the Bar Ranch, NBC; Club 15, CBS.

ANTRIM, ANN
Park Plaza
WAAM, Baltimore, Md.
ARCHER, GENE
WRC, WNBW, Washington, D. C.
ARMEN, KAY
Pet Milk Show, Bob Crosby Show, NBC; Skyway To Stars, CBS; Stop the Music, WJZ

ARNOLD, PAUL
(See Radio-TV Artists)

ARTHUR, CHARLENE
Sweetheart of The Range
KHIT, Lampas, Tex.
ASHMAN, MIKE
KTOH, Lihue, Kauai, T. H.
ASHMAN, REV. KEN
Morning Devotions
WWST, Wooster, O.
ASPER, WANDA
KTAT, Frederick, Okla.
ATCHER, RANDY
WKLO, Louisville, Ky.
ATCHISON, VIRGINIA
WHAI, Greenfield, Mass.
ATKINS, JIMMY
WNEW, New York, N. Y.
AUSTIN, DON
WHOW, Clinton, Ill.
AUTERY, VI
KFKA, Greeley, Colo.

—B—

BABBITT, HARRY
CBS, KNX
BACHMAN, AUDREY
KFKA, Greeley, Colo.
BAIRD, EUGENIE
Sing It Again
CBS
BAKER, CARL
WISH, Indianapolis, Ind.
BAKER, JACK
KTOK, Oklahoma City, Okla.
BARFIELD, WARREN
Barfield And Scott
WPTF, Raleigh, N. C.
BARRY, ROBERT
WIOD, Miami, Fla.
BASSINDALE, BOB
WBAP, Fort Worth, Tex.
BATES, RUSS
Listen While You Work
WEBR, Buffalo, N. Y.

BEASLEY, IRENE
B. Jan. 28, Whitehaven, Tenn.; Grand Slam, CBS; Miscellaneous Spots.

BEASLEY, JACK
KOMA, Oklahoma City, Okla.
BENDER, BETTY
WTCJ, Tell City, Ind.
BENNETT, CLARETTA
WTTS, Bloomington, Ind.
BENNETT, SUE
Kay Kyser's College of Musical Knowledge
NBC-TV
BENOIT, HANK
WCOL, Columbus, O.
BENSON, BETTY
WLW, Cincinnati, O.
BENTLEY, JIM
WMLS, Sylacauga, Ala.
BERNIER, DAISY
The Fred Waring Show
NBC
BERRY, BOB
WBAL, WBAL-TV, Baltimore, Md.
BETTY, HELEN & BETTY
WBEX, Chillicothe, O.
BEVERLY, TEX
WFLA, Tampa, Fla.
BISSON, PAT
WWNH, Rochester, H. H.
BLACKSTONE, REID
WMVA, Martinsville, Va.
BLACKWOOD BROTHERS, THE
KMA, Shenendoah, Ia.
BLAINE, JIMMY
Stop The Music
WJZ, New York, N. Y.
BLAIR, VICKY
WTMC, Ocala, Fla.
BLANCO, REY
WIND, Chicago, Ill.
BOLAND, NORMAN
Birthday Greeters
WFBG, Altoona, Pa.
BONNER, CARL
WAVE, Louisville, Ky.
WAVE-TV
BORICUAS, LOS TRES
WITA, Santurce, P. R.
BOTTIECHER, GENE
WFBG, Altoona, Pa.
BOUCK, LOUIS
Name The Song
WMTC, Vancleve, Ky.
BOYD, CHUCK
WTOD, Toledo, O.
BOYETTE, ANDY
WFLA, Tampa, Fla.
BRADLEY, RUTH
WOW, WOW-TV, Omaha, Nebr.
BRAY, ALGER
WHBF, Rock Island, Ill.
BRAZZELL, JIMMY
WFGN, Gaffney, S. C.
BREVIK, AUDREY
KROX, Crookston, Minn.
BREWER TRIO, THE
WGGA, Gainesville, Ga.
BRITTON, JAMES
WHEC, Rochester, N. Y.
BROCKWELL, BETTY
WBAP-TV, Fort Worth, Tex.
BROWN, ART
WTHI, Terre Haute, Ind.

BROWN, DICK
B. Youngstown, O.; Calling All Girls, Hearts in Harmony, Pleasure Parade, Dick Brown Show, WNEW; RCA Victor Show; Dave Elman's Auction; Stop the Music, NBC.

BROWN, FLORENCE IRONS
WFMT, Florence, Ala.
BROWN, JUDY
WHAL, Shelbyville, Tenn.
BROWN, MARTHA
WMRN, Marion, O.
BROWN, NELLIE
WREN, Topeka, Kans.
BROWN, RAY
Buckaroos
KTJS, Hobart, Okla.
BRYANT, NEOMA
Spot the Stars
WDSU-TV, New Orleans, La.
BURKE, LEFTY
WCMB, Lemoyne, Pa.
BURNET, CHESTER
Friendly Voice
WMAZ, Macon, Ga.
BURNS, FRED
WHBQ, Memphis, Tenn.
BURT, BOB
WDLB, Marshfield, Wis.

—C—

CARDWELL, JACK
WKAB, Mobile, Ala.
CAHILL, ROBERT
WOW, WOW-TV, Omaha, Neb.
CALLAHAN, BOB
KCBS, San Jose, Calif.
CAMPBELL, DICK
WDVA, Danville, Va.

CANOVA, JUDY
(See Radio Artists)

CARLESS, DOROTHY
Songs By D. Carles
WOR-TV, New York, N. Y.
CARLI, DICK
WACB, Kittanning, Pa.
CARLSON, DORIS
KEYD, Minneapolis, Minn.
CARPENTER, JOHNNY
KOIN, Portland, Ore.
CARR, BOB
WHIZ, Zanesville, O.



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ROBERT MERRILL



Personal Management—M. Gale
48 W. 48th St., N. Y. C.

CARROLL, GLORIA
Beantown Varieties
WEEI, Boston, Mass.
CARROLL, ROBERT
ABC, ABC-TV
CARSON, JACK
WHOW, Clinton, Ill.
CARSON, KEN
A Day in the Life of Dennis Day, Lassie Show
NBC
CARSON, MINDY
Mindy Carson Sings
NBC
CARTER SISTERS, THE
KWTO, Springfield, Mo.
CENTRAL CHOIR
KSYL, Alexandria, La.
CHAPEL, BETTY
Garroway-at-Large
NBC-TV
CHAPELL, BETTY
Garroway-at-Large
WNBQ, Chicago, Ill.
CHURCHILL, STUART
The Fred Waring Show
NBC
CISSNER, YVONNE
WPTW, Piqua, O.
CLARK, GENE
WHED, Washington, N. C.
CLARK, HARRY
KSL, Salt Lake City, Utah
CLARK, JEFF
Your Hit Parade, The Henry Morgan Show
NBC
COLORADO PETE
KFRM - KMBC, Kansas City, Mo.

COLT, BOBBY
Arthur Lesser Show, WOR-TV; Ving Merlin's Music Tourney, WPIX.

COMO, PERRY
Chesterfield Supper Club.
CONFER, JIMMY
WCAE, Pittsburgh, Pa.
CONNOR, ELLEN
KCBS, San Jose, Calif.
COOEY, SLEEPY
WWGS, Tifton, Ga.
COOK, JOE
KGGF, Coffeyville, Kans.
COOK, LOIS
KGGF, Coffeyville, Kans.
CORBIN, ALTA
KTIP, Porterville, Calif.
CORNWALL, ARTHUR
WGCD. Chester, S. C.
CORSBIE, PHIL
KHQ, Spokane, Wash.
COTTY, MICKEY
KRES, St. Joseph, Mo.
COURT, BILL
WWXL, Peoria, Ill.
COURY, ROSELLE
WCOU, Lewiston, Me.
COUVILLION, JOYCE
KSYL, Alexandria, La.
COX, BETTY
WOW, WOW-TV, Omaha, Neb.
CRANFORD, CLIFFORD
WCOH, Newnan, Ga.
CRAWFORD, ELAINE
Hall Choristers
WIIM, Wilmington, Del.
CRIST, PHILIP
WFBR, Baltimore, Md.

CROSBY, BOB
Club 15
CBS
THE CRUSADERS
WLCS, Baton Rouge, La.
CURTIS, SHIRLEY
KGA, Spokane, Wash.

—D—

DABDOUB, JACK
WDSU, WDSU-TV, New Orleans, La.
DAE, DONNA
WSFA, Montgomery, Ala.
DALE, ALAN
Sing It Again
CBS
DALLAS, JIMMIE
KRES, St. Joseph, Mo.
DAME, DONALD
American Album of Familiar Music
NBC
DAMONE, VIC
The Pet Milk Show with Vic Damone
NBC

DAMONE, VIC
Metro-Goldwyn-Mayer; Mercury Records; Pet Milk Show, NBC; Associated Transcriptions.

DANA, JOE
KOY, Phoenix, Ariz.
DANA, ROSEMARIE
WWRL, Woodside, N. Y.
DATA, MARISHA
WSBC, Chicago, Ill.

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BEASLEY

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MARVIN CANE

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WILLIAM MORRIS AGENCY

Press Relations
HENRY ROGERS

DAUM, MARGARET
American Album of Familiar Music
NBC
DAVIES, EDWARD
NBC
DAVIS, CHUCK
KOMA, Oklahoma City, Okla.
DAVIS, FONZA
WKTM, Mayfield, Ky.
DAVIS, GEORGE
WKIC, Hazard, Ky.
DAVIS, GEORGE
WRBL, Columbus, Ga.
DAVIS, JANETTE
Arthur Godfrey Show, CBS, CBS-TV.
DAWN, MARION
WFBR, Baltimore, Md.
DAY, DENNIS
B. May 21, 1918, New York, N. Y.; The Dennis Day Show, NBC; The Jack Benny Show, CBS.
DAY, DORIS
The Bob Hope Show
NBC
DAY, KATHRYN
WWRL, Woodside, N. Y.
DAYE, SUNNY
KMBC, Kansas City, Mo.
DEANE, BOB
WMAR-TV, Baltimore, Md.
DEANE, TOBY
WNEW, New York, N. Y.
DEER, JIMMY
WDAR, Savannah, Ga.
DELL, JUDY
WCOL, Columbus, O.
DelMAR, DOLORES
WJAS, Pittsburgh, Pa.
DEUTRE, GEORGENE
KVNU, Logan, Utah
DICKENSON, JEAN
American Album of Familiar Music
NBC
DILLARD, DOTTIE
Especially for You Appointment with Music; The Mr. Smith Show
NBC
DILLARD, DOTTIE
WSM, Nashville, Tenn.
DOOLEY, PETE
Field Breakfast Club
DOUGLAS, MICHAEL
Kay Kyser's College of Musical Knowledge
NBC-TV
DUKE, MOE
KIUP, Durango, Colo.

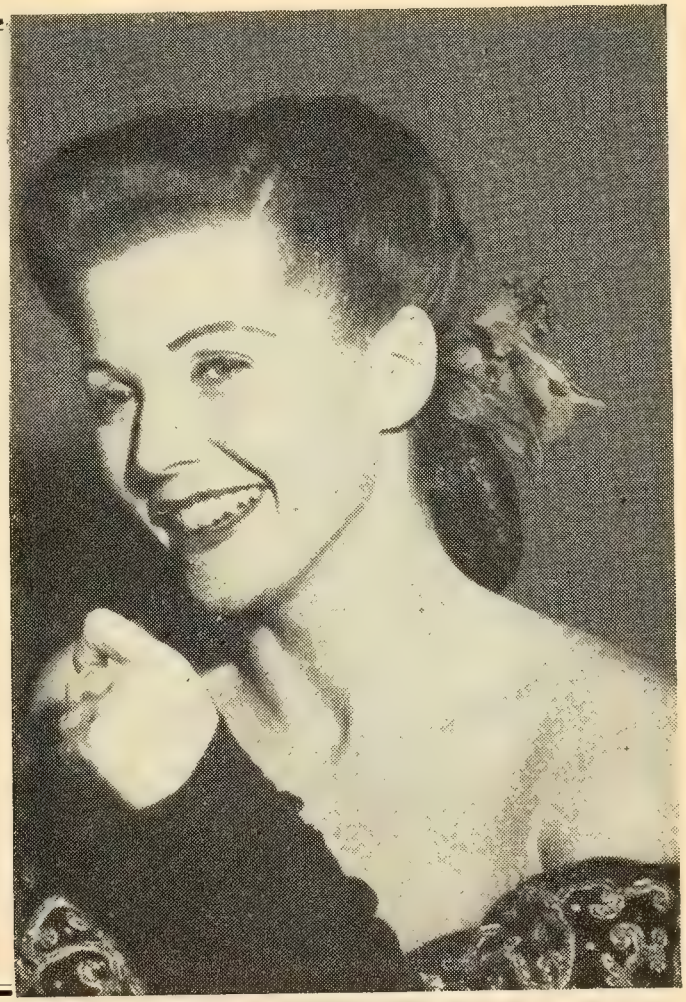
—E—

ECKES, GENE
WDLB, Marshfield, Wis.
EDMONDSON, WILLIAM
ABC
EDWARDS, AL
WDAY, Fargo, N. Dak.
EDWARDS, JANE
WGPA, Bethlehem, Pa.
EHRESMAN, ADAM
KDIX, Dickinson, N. Dak.
EISENHAUER, RONNIE
KVOR, Colorado Springs, Colo.
ELLIOT, BILL
WHEB, Portsmouth, N. H.
ELM QUARTET
WLAG, LaGrange, Ga.
EMERALD, GENE
KRNT, Des Moines, Ia.
ERICKSON, MEL
KMHL, Marshall, Minn.
ERICKSON, MERLE
KSEM, Moses Lake, Wash.
ESMERELDY
WHBQ, Memphis, Tenn.
ESPINOZA, FRED
WYBU, Cebu, Philippines
ESTES, BUDDY
WEBQ, Harrisburg, Ill.
ESTES, DON
KTOK, Oklahoma City, Okla.
EVANGELAIRES, THE
WPAD, Paducah, Ky.
EVANS, GINGER
WRGA, Rome, Ga.
EVANS, MICKIE
WHOO, Orlando, Fla.
EYSSEN, BILL
WBNS-TV, Columbus, O.

—F—

FANSLER, DICK
WMDN, Midland, Mich.
FARRELL, BILL
The Bob Hope Show
NBC
FAYE, ALICE
(See Radio-TV Artists)
FEWELL, CLAUDE
KTXL, San Angelo, Tex.

Janette Davis





Fran Warren

RCA Victor's No. 1 Girl Singer

Now heard coast-to-coast on
NBC on
"The Henry Morgan Show"

"Fran Warren Sings"
Transcribed NBC
Coast-to-Coast

"A DAY IN THE LIFE OF DENNIS DAY"

NBC — 6:30 P.M., P.S.T. — 9:30 P.M., E.S.T.

and

"THE JACK BENNY SHOW"

CBS — 4:00 P.M., P.S.T. — 7:00 P.M., E.S.T.

FIKE, AL
KBOL, Boulder, Colo.
FIRST, ELIZABETH
WICU, Erie, Pa.
FISHER, TED
KDIX, Dickinson, N. Dak.
FLORENDO, NORA
WYBU, Cebu, Philippines
FONTANE SISTERS
Chesterfield Supper Club
NBC-TV
FOREMAN, FLOYD
WHBF, Rock Island, Ill.
FOSTER, FRANCES
WBEN-TV, Buffalo, N. Y.
FOUR NOTES, THE
KAYL, Storm Lake, Ia.
FOUR NOTES, THE
WXRA, Kenmore, N. Y.
FOX, MARJEAN
KTVL, Tulsa, Okla.
FRANKLIN, WILLIAM
ABC
FREDERICK, PETER
WDAS, Philadelphia, Pa.
FROMAN, JANE
Pause That Refreshes
CBS
FULLER, HAL
WWXL, Peoria, Ill.

—G—

GALVIN, KITTY
B. Nov. 14, 1921, St. Louis, Mo.
GARCIA, LUCIO
NBC
GARDNER, JUNE
WFBL, Syracuse, N. Y.
GAUGER, JOYCE
WDLB, Marshfield, Wis.
GIBOIN, GEORGETTE
WCOU, Lewiston, Me.
GILBERT, CAROLYN
NBC
GILL, RUSTY
NBC
GILLETTE, MARION
WJR, Detroit, Mich.
GIPSON, JACK
WBAP, Fort Worth, Tex.
GLAZER ,TOM
ABC
GOERS, HANNABELLE
KROS, Clinton, Ia.
GAREN, SOPHRONY
NBC-TV
GOLDEN GATE QUARTET
WLCS, Baton Rouge, La.
GOODMAN, GORDON
The Fred Waring Show
NBC
GORDON, JEAN
For You
KOMA, Oklahoma City, Okla.
GRADY, DON
WHEB, Portsmouth, N. H.
GRAHAM, MRS, HELEN
WKGN, Knoxville, Tenn.
GRAHAM, HERBERT
WCBI, Columbus, Miss.
GRAM, MARGO
To The Ladies, At Home With Margo And Ralph
WHEC, Rochester, N. Y.
GRAN, HULDA
KEYD, Minneapolis, Minn.
GRANT, JANE
KMOX, St. Louis, Mo.
GRAYCE, MARY
WIOD, Miami, Fla .
GRENIER, ANN
WATR, Waterbury, Conn.
GRIFFIN, GENE
WLW-T, Cincinnati, O.
GRISE, TONY
WTCN, Minneapolis, Minn.
GROVE, FAY ANN
KTOK, Oklahoma City, Okla.
GRUE, TERRY
WAAM, Baltimore, Md.
GUTMAN, JOE
WPTW, Piqua, O.
GWINN, BILL
What's The Name Of That Song
KTSL, Hollywood, Calif.

—H—

HALLIDAY, GLORIA
WBAL, WBAL-TV, Baltimore, Md.
HAGAMAN, CHARLIE
WNOX, Knoxville, Tenn.
HALL, JANE
WDSU-TV, New Orleans, La.
HAMMERS, GENE
WHKK, Akron, O.
HANLY, DEAN
WIIM, Wilmington, Del.
HARDING, HARVEY
Song Parade
WPIX, New York, N. Y.
HARDING, HOWARD
KBMY, Billings, Mont.
HARKINS, BEN
KJR, Seattle, Wash.

Connie Russell

Singing Star of the following shows from Chicago:

"Garroway at Large"
NBC-TV

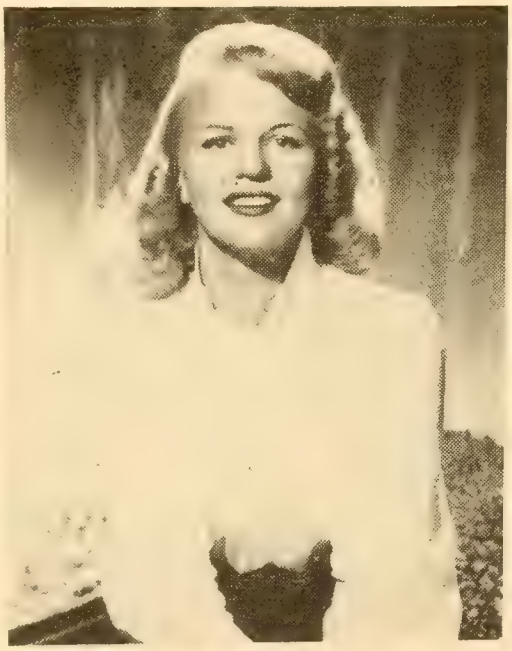
"Chicago Jazz"
NBC-TV

"Next, Dave Garroway"
WNBQ

"Serenade at Seven"
WGN



FRANKIE LAINE



PEGGY LEE

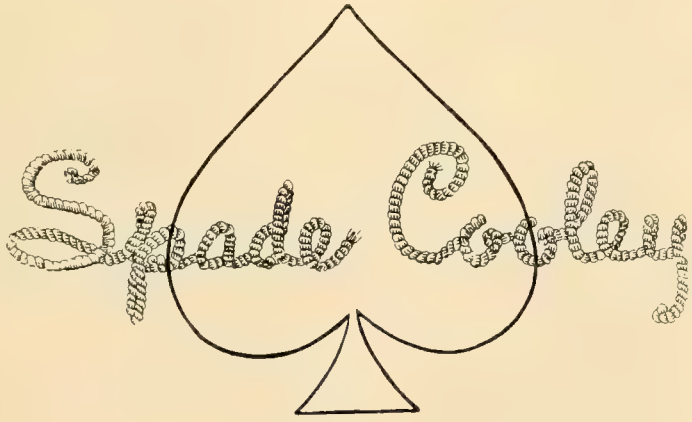
DAVE BARBOUR



HARMONEERS
WEAS, Atanta, Ga.
HARRELSON, JIMMIE
WFRC, Reidsville, N. C.
HARRINGTON, BILL
Your Hit Parade; NBC
HARRIS, JIMMY
KCRC, Enid, Okla.
HARRIS, PHIL
(See Radio-TV Artists)
HART, DEL
WCRA, Effingham, Ill.
HARVEY, BOB
KJR, Seattle, Wash.
HASKELL, JACK
Dave Garroway Show, Music from the Heart of America, Next, Dave Garroway; Musicana, America's Song; Design for Listening, NBC-TV, N. Y.; WMAQ, WNBQ, Chicago
HATCHES, STASIA
Stasia Sings
WAZL, Hazleton, Pa.
HAUG, CARL
WABB, Mobile, Ala.
HAWKINS, W. W.
WPAD, Paducah, Ky.
HAWLEY, SHIRLEY
KIUP, Durango, Colo.
HAYES, BILL
Fireball-Fun-For-All
NBC-TV
HAYMES, DICK
Club 15
CBS
HEATHERSTONES, THE
Gulf Road Show
NBC-TV
HELMS, CAROLE
WMAP, Monroe, N. C.
HENRY, GIL
KMUR, Murray, Utah
HENRY, LILLIAN
WDNE, Elkins, W. Va.
HERSHEY, ANNE
Music from the Heart of America
HESSION, JOHN
WOKO, Albany, N. Y.
HETRICK, GRETCHEN
WACB, Kittanning, Pa.
HIGHLANDS, LAURIE
WEOK, Poughkeepsie, N. Y.
HILL, ALLEN
WJMX, Florence, S. C.
HINES, HUBERT
WGL, Fort Wayne, Ind.
HODGES, JIMMY
WAPF, McComb, Miss.
HOLLIDAY, JANE
WKNB, New Britain, Conn.
HOMELAND HARMONY QUARTET
WAGA, Atlanta, Ga.
HON, DARREL
KFPW, Fort Smith, Ark.
HONEYDREAMERS, THE
Kay Kyser's College of Musical Knowledge
NBC-TV
HORN, UPTON
KHOZ, Harrison, Ark.
HOUSTON, BOB
Solitair Time; NBC
HOWARD, BOB
Sing It Again
CBS
HOWARD, GWEN
WGLN, Glens Falls, N. Y.
HOWARD, PAPPY
WCOL, Columbus, O.
HOWARD SISTERS, THE
WWXL, Peoria, Ill.
HUTTON, MARION
Jack Carson Show
CBS
HYMAN, BEATRICE
WMID, Atlantic City, N. J.

— J —

JAMES, JOANELLE
Music from the Heart of America: NBC
JAYNES, P. L.
KFYR, Bismarck, N. Dak.
JEAN
KRUL, Corvallis, Ore.
JEANIE AND HER GUITAR
WJNC, Jacksonville, N. C.
JERNIGAN, SAN
WTMC, Ocala, Fla.
JOBERT, CAVELL
WKNB, New Britain, Conn.
JOHNSON, BILLY
WLW-D, Dayton, O.
JOHNSON, MARGARET
WABD, New York, N. Y.
JOHNSTON, BOB
Especially for You; NBC
JONES, PAUL
WFLA, Tampa, Fla.
JONES, PEGGY
KURV, Edinburg, Tex.
JOHNSON, ROME
The Circle Arrow Show; NBC





MONICA LEWIS

MGM RECORDS

Management: MCA

Publicity: Henry C. Rogers



DICK BROWN

"STOP THE MUSIC" . . . ABC

LANGWORTH TRANSCRIPTIONS

General Artists Corporation



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Management: Martin Goodman

38 E. 57th Street N. Y. C.



ROBERTA QUINLAN

Singing Star

"Mohawk Show Room" N.B.T.

Television: M.C.A.

Pictures—Radio—Records—Theatres—William Morris Agency

JONES SISTERS, THE
WWNR, Beckley, W. Va.
JOSEPH, EDDY
WHLD, Niagara Falls, N. Y.
JULIAN, WILLIAM PETER
WDAS, Philadelphia, Pa.

—K—

KATH, CONSTANCE
KBMW, Wahpeton, N. Dak.
KEELAN, FRANCIS
Voices Down the Wind; NBC
KELLEY, BUDDY
KSUN, Bisbee, Ariz.
KEMP, BURNELL OWENS
KTHS, Hot Springs, Ark.
KENDALL, FRED
WJR, Detroit, Mich.
KILTY, JACK
Here's Jack Kilty Show; Jane Pickens Show
NBC
KINDER, BARBARA
WCAE, Pittsburgh, Pa.
KINDYA, ADAIR
Tune Twins
KHQ, Spokane, Wash.
KING, BEE BEE
Beale St. Blues Boy
WDIA, Memphis, Tenn.
KING, PEE WEE
(See Radio-TV Artists)
KING, PEGGE
WGAR, Cleveland, O.
KING, RAY
WMMW, Meriden, Conn.
KING, W. O.
WTOC, Savannah, Ga.
KIRBY, JIMMY
WAPI, Birmingham, Ala.
KIRK, LISA
The Henry Morgan Show; NBC
KIRK, LISA
Texaco (Milton Berle), NBC-TV; Henry Morgan, NBC; Celebrity Time, WJZ-TV; Ed Sullivan Show, CBS-TV.
KNECHT, EVELYN
Sweetheart Of The Basin
KSEM, Moses Lake, Wash.
KNIGHT, FELIX
American Album of Familiar Music; NBC
KNIGHT, FELIX
Your Song And Mine
CBS
KOURI, ELEANOR
KTOW, Oklahoma City, Okla.
KRANENDONK, LEONARD
The Fred Waring Show; NBC
KREUTZ, MAX
KFDX, Wichita Falls, Tex.
KURTZ, GENE
WJAS, Pittsburgh, Pa.

—L—

LAINE, FRANKIE
Mercury Recording Artist, Night Club & Theatre Appearances.
LAIRE, JUDSON
The Admiral Broadway Review
NBC-TV
LAMB, BOB
Mr. Smith Show; The Owen Bradley Show; NBC
LANE, FRANCEY
Easy Does It
WNBT, New York, N. Y.
LANSON, SNOOKY
Appointment with Music; The Mr. Smith Show; NBC
LANSON, SNOOKY
WSM, Nashville, Tenn.
LARKIN, DICK
WIND, Chicago, Ill.
LAVENDER, WOODROW
WKAB, Mobile, Ala.
LAWRENCE, BILL
Chesterfield Supper Club; NBC
LAWRENCE, POLLY
KFRC, San Francisco, Calif.
LAZY RHYTHM BOYS
WJNC, Jacksonville, N. C.
LEA, TERRY
WFAA, Dallas, Tex.
LEE, BARNEY
KWPC, Muscatine, Ia.
LEE, DUSTY
WBEL, Beloit, Wis.
LEE, ERNIE
Faultless Starch Time; NBC
LEE, PEGGY
B. May 26, 1920, Jamestown, N. Dak.; Bing Crosby Show, Summer Electric Program, Jimmy Durante Show, NBC Chesterfield Club.
LeFEVRE TRIO, THE
WGST, Atlanta, Ga.
LEIGHTON, HELEN
WABB, Mobile, Ala.
LEISSNER, LEE
KFRD, Rosenberg, Tex.





CATHY MASTICE

Personal Management
Kay Roberts

Press Relations
Sidney Ascher Associates

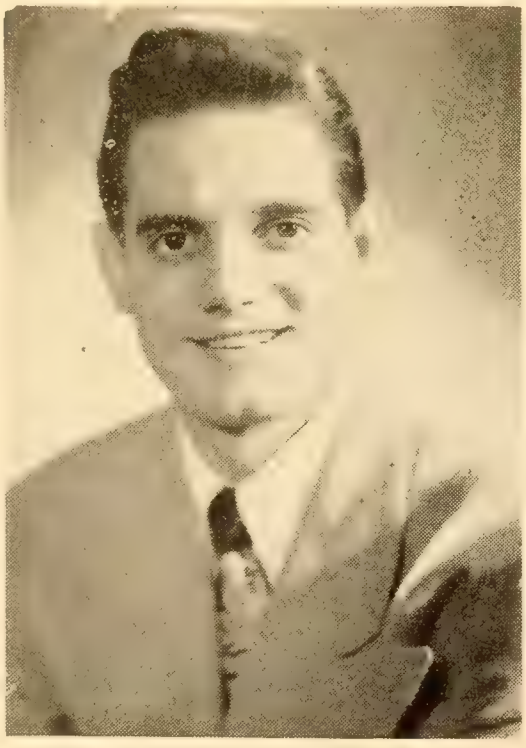
"the velvet fog"

mel

torme

Capitol
RECORDS
HOLLYWOOD

Management	Direction
Carlos Gastel	G.A.C.



BOBBY COLT
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LeMASTERS, MARY JANE
WMBD, Peoria, Ill.
LEROY, ROBERT
KSYL, Alexandria, La.
LESLIE, KEN
WCAP, Asbury Park, N. J.
LESTER, BILL
KOY, Phoenix, Ariz.
LEVERIDGE, RUSSELL
WKIC, Hazard, Ky.
LEWIS, MONICA
CBS-TV, NBC-TV.
LEXA, LORRAINE
WMT, Cedar Rapids, Ia.
LIEBERFELD, DANIEL
American Album of Familiar Music; NBC
LILY AND CURLEY
WEAM, Arlington, Va.
LINDSAY, SLIM
WEAM, Arlington, Va.
LINN, ELMO
KRES, St. Joseph, Mo.
LLOYD, JACK
WMBH, Joplin, Mo.
LLOYD, TOMMY
WTOD, Toledo, O.
LONG, LILLIAN
WAGC, Chattanooga, Tenn.
LONGACRE, NANCY
WLEC, Sandusky, O.
LORING, ESTELLE
The Admiral Broadway Review NBC-TV
LUNQUIST, BOB
WNAE, Warren, Pa.
LUTES, MARCY
Toon-A-Vision
WOR-TV, New York, N. Y.
LYNN, BOB
WIOD, Miami, Fla.
LYNN, EVELYNN
KOTV, Tulsa, Okla.
LYNN DUDDY CHORUS, THE
Swift Show, Fireball-Fun-For-All
NBC-TV

—Mc—

MacDONNELL, KYLE
For Your Pleasure, A Girl About Town, Around The Town; NBC-TV
MacINTYRE, DELENA
WCOU, Lewiston, Me.
McCLAIN, JANE
WDLF, DeLand, Fla.
McCLELLAN, DONALD
WMAW, Milwaukee, Wis.
McCLESKEY, FRED
KUOA, Siloam Springs, Ark.
McCOY, SMOKEY
WTCJ, Tell City, Ind.
McCUNE, DON
KFAR, Fairbanks, Alaska
McDANIEL, HARRY
WCAP, Asbury Park, N. J.
McDONALD BROS. QUARTETTE, THE
KBOA, Kennett, Mo.
McDONALD, LOISE YOST
WRFD, Worthington, O.
McGAY, WARREN
KNEB, Scottsbluff, Nebr.
MacGREGOR, EVELYN
American Album of Familiar Music; NBC
McKELFRESH, AL
WVLN, Olney, Ill.
McKINNEY, WALTON
KOIN, Portland, Ore.
McMANUS, MARIAN
Manhattan Merry-Go-Round; NBC
MacWATTERS, VIRGINIA
American Album of Familiar Music; NBC

—M—

MACK, JIMMY
WHFB, Benton Harbor, Mich.
MACK, TRIPLETS
The Phil Silvers Arrow Show NBC-TV
MADDIGAN, BETTY
WTTG, Washington, D. C.
MAHRING, MILDRED
WMT, Cedar Rapids, Ia.
MAINWARING, CLARA & CHARLES
WHKP, Hendersonville, N. C.
MALBIN, ELAINE
Music for Tonite; NBC
MALVIN, ARTIE
WOR-TV, New York, N. Y.
MANN, EDITH
WTAG, Worcester, Mass.
MANN, KATHY
KFAY, Bakersfield, Calif.
MANN, MARGIE
WILS, Lansing, Mich.
MANNING, JAY
WLOL, Minneapolis, Minn.
MANZANO, WILLIAM
WAEL, Mayaguez, P. R.

HARRY
BABBITT

CBS-KNX



GAIL MEREDITH
"Gail Meredith Show"—NBC-TV
"Enchanted Strings"—WPIX-TV
"Band Box"—WPIX-TV
CI. 7-6363

MAPLE CITY FOUR, THE
WLS, Chicago, Ill.
MARINE, JOE
The Fred Waring Show, NBC
THE MARINERS
(Tom Lockard, Jim Lewis, Nat Dickerson, Martin Karl)
The Arthur Godfrey Show, CBS; Arthur Godfrey & His Friends, CBS-TV.
MARLOWE, JERRY
KNBH, Hollywood, Calif.
MARQUIS, ROSALIND
WHAS, Louisville, Ky.
MARSH, CHARLOTTE
WEWS, Cleveland, O.
MARSHALL, BARBARA
Song And Dance, Words And Music
NBC-TV
MARTHA-BRINEY, MARY
Your Song And Mine
CBS
MARTI, JOSE
WBAP-TV, Fort Worth, Tex.
MARTIN, CHICK
KOWH, Omaha, Neb.
MARTIN, DUDE
KYA, San Francisco, Calif.
MARTIN, HOWIE
KTMC, McAlester, Okla.
MARTIN, VIVIAN
America's Song; The Dave Garroway Show; Design for Listening; NBC
MARTIN, VIVIAN
WMAQ, Chicago, Ill.
MASSEY, CURT
Curt Massey Time
CBS
MASSEY, VERA
ABC

MASTICE, CATHY

MATTISON, HENRY
The Plainsman, Nadine, Henry, And The Quartet
KFBI, Wichita, Kans.
MAYNARD, PAT
WHBF, Rock Island, Ill.
MEIERS, MARVIN
KCOL, Fort Collins, Colo.
MELLO-AIRES
WARC, Rochester, N. Y.
MELODEERS
WJMX, Florence, S. C.
MELODEERS QUARTET
WATO, Oak Ridge, Tenn.
MELODY MEN QUARTETTE, THE
KBOA, Kennett, Mo.
MENDENHALL, MENDY
KASI, Ames, Ia.
MERCER, JOHNNY
Chesterfield Supper Club; NBC

MEREDITH, GAIL

B. Hazenmore, Sask., Canada; Enchanted Strings; Merrygo-rounders; Four Star Revue, WPIX, New York, N. Y.

MERRILL, ROBERT

NBC-TV Show of Shows; CBS-TV.

MESERVY, NORMAN
WOLF, Syracuse, N. Y.
MEYER, BOB
WTD, Quincy, Ill.
MEYER, DELORES
WJR, Detroit, Mich.
MILLER, CHARLOTTE
Charlotte Sings
WLEA, Hornell, N. Y.
MILLER, VIRGINA
KFOR, Lincoln, Nebr.
MILLIE AND SUE
KFRM, Kansas City, Mo.
MILLS, JOHNNIE
Rodeo Rangers
WWST, Wooster, O.
MILLS, R. W.
Dick Mills Show
WEOK, Poughkeepsie, N. Y.
MILNE, NANCY HOBACK
WDBJ, Roanoke, Va.
MITCHEL, BOOTS
WTAD, Quincy, Ill.

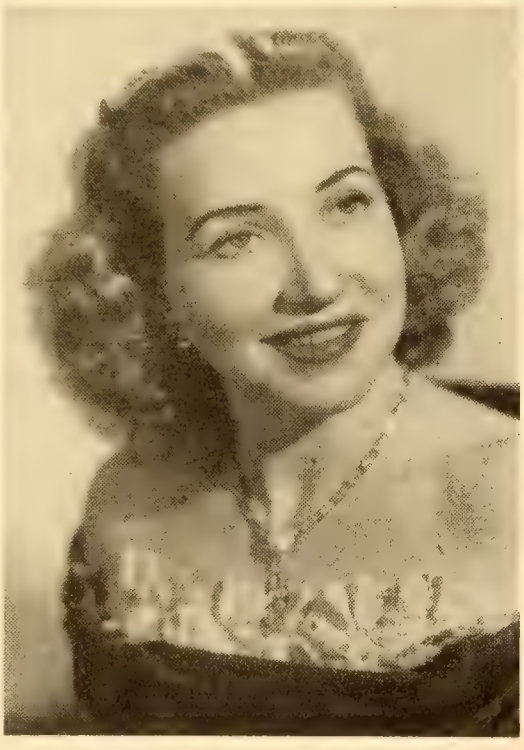
MODERNAIRES, THE

"Club 15," CBS; Columbia Records.
MONROE, CAL
WCAP, Asbury Park, N. J.

MONROE, VAUGHN

Vaughn Monroe Show, CBS.

MOON MAIDS, THE
Camel Caravan
CBS
MORGAN, JANE
Jack Carson Show
CBS
MORRIS, HOPE
WSNJ, Bridgeton, N. J.
MORRIS, MRS. TY
WHAL, Shelbyville, Tenn.
MORRISON, NAT
WKNE, Keene, N. H.
MOURNING, DEL
Linger Awhile
KCRC, Enid, Okla.



KITTY GALVIN

RADIO-TV VOCALIST



JEFF CLARK

"Your Hit Parade" . . . NBC

Per. Mgt., JIMMY RICH
Dir., MILDRED FENTON PRODUCTIONS

MOWERY, PAT
WHOK, Lancaster, O.
MULLEN, JULIA
Julia Mullen Sings
WSNJ, Bridgeton, N. J.
MURPHY, PAUL
Buckaroos
KTJS, Hobart, Okla.

—N—

NASH, BARNES
WHIS, Bluefield, W. Va.
NATION, BUCK
KDSH, Boise, Ida.
NEFF, MEL
KGDE, Fergus Falls, Minn.
NELMS, NANCY
WDBJ, Roanoke, Va.
NESBIT, FRED, JR.
KOA, Denver, Colo.
NEWTON, CALVIN
WRBL, Columbus, Ga.
NICHOLS, JOAN
Breakfast At Laube's Old Spain
WBEN, Buffalo, N. Y.
Club Canadaigua
WBEN-TV, Buffalo, N. Y.
NICKOLS, RUTH
WMID, Atlantic City, N. J.
NICKSON, GEORGE
KXXX, Colby, Kans.
NIEMAN, DICK
WLAN, Lancaster, Pa.
NOBLE, ROGER
Rog And Anne
WSLI, Jackson, Miss.

—O—

O'CONNOR, DICK
Manhattan Merry-Go-Round; NBC
O'CONNOR, WILLIAM
WLS, Chicago, Ill.
O'HEREN, RICHARD
WHK, Cleveland, O.
OLDS, STEVE
WTTG, Washington, D. C.
OLIVER, FAYE
WING, Dayton, O.
O'NEAL, VALERIE
KOTV, Tulsa, Okla.
OSTREM, B.
KVOX, Moorhead, Minn.
OUELLETTE, GEORGE E., JR.
Music For You
WLAM, Lewiston, Me.
OVERBY, JAMES
WBOB, Galax, Va.

—P—

PAGE, BOB
WBEX, Chillicothe, O.
PAIGE, DICK
Manhattan Merry-Go-Round; NBC
PAIGE, RICHARD
WMAQ, Chicago, Ill.
PALMER, LIZA
Kay Kyser's College of Musical Knowledge
NBC-TV
PARKER, DEE
WXYZ-TV, Detroit, Mich.
PARKS, PAULA
WHKP, Hendersonville, N. C.
PARR, DICK
String Silhouettes; NBC
PARRANDEROS, LOS
WITA, Santurce, P. R.
PERKINS, JUDY
Faultless Starch Time; NBC
PETERS, CHICK
Chick Peters Sings
KVVC, Ventura, Calif.
PETERS, GLORIA
WMFT, Florence, Ala.

JAN BART
Sings
SUNDAYS
1:30
P. M.

WMGM
NEW YORK
A. B. LANDAU, 150 BROADWAY, AGENCY

A SINGING ACT PAR EXCELLENCE.. *Variety*
The Modernaires
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"CLUB 15"
C.B.S. Coast-to-Coast
COLUMBIA RECORDS
Personal Management
Thomas P. Sheils
Direction MCA

PETERSEN, MARLIN
WMT, Cedar Rapids, Ia.
PETERSON, EARL
WMDN, Midland, Mich.
PETRY, DON
WTTS, Bloomington, Ind.
PHILLIPS, RALPH
Club 1300
WFBR, Baltimore, Md.

PICKENS, JANE
Jane Pickens Show, NBC.

PICKETT, WILLIAM
WHAS, Louisville, Ky.
PIERCE, BRUCE
Flying X Ranchboys
WBAP, Fort Worth, Tex.
PIERSON, MARILYN
KASI, Ames, Ia.
PIERSON, WILLIE
KWOA, Worthington, Minn.
POPE, TOM
WMRN, Marion, O.
PORTER, FRANK
WLEE, Richmond, Va.
POZZI, RON
KHQ, Spokane, Wash.
PRESCOTT, MARY
WJIG, Tullahoma, Tenn.
PRESCOTT, PATSY
KOY, Phoenix, Ariz.
PRINZI, GERTRUDE
WTMJ, Milwaukee, Wis.
PURDY SISTERS, THE
WFTM, Maysville, Ky.

—Q—

QUILLEN, TED
KELP, El Paso, Tex.
QUINN, B. F.
KSUB, Cedar City, Utah
QUIST, ZOLA
Songs Of The Heart
KOVO, Provo, Utah

—R—

RANDOLPH, AMANDA
WABD, New York, N. Y.
RAY, CLAUDE
KJR, Seattle, Wash.
RAY SISTERS, THE
WMBD, Peoria, Ill.
REAL, JOHNNIE
WTRY, Troy, N. Y.
REED, BOB
WNBK, Cleveland, O.
REGAN, JIM
WWST, Wooster, O.
READSVILLE HARMONIZERS
Chapel In The Sky
WFRC, Readsville, N. C.
REYNOLDS, BILLY
KYA, San Francisco, Calif.
REYNOLDS, JOBY
WTTG, Washington, D. C.
RHODES, CROSS
WFAA, Dallas, Tex.
RHODES, SPECK
WMCT, Memphis, Tenn.
RICHARDS, BERYL
The Eddie Albert Show Beryl Richards; NBC
RICHARDS, CAROL
ABC, ABC-TV
RICHMOND, BOB
WREN, Topeka, Kans.
RIDDLERS, THE
Sing It Again
CBS
RING, BILL
KXYZ, Houston, Tex.
RING, MARILYN
Marilyn Ring Sings
WRFD, Worthington, O.
RITA AND HELEN
WKUL, Cullman, Ala.
RITCHIE, CAMPBELL
CKLW, Detroit, Mich.
ROBERTS, BARRY
Manhattan Merry Go Round; NBC
ROBERTS, REED
KSUB, Cedar City, Utah
ROBERTSON, JACKIE
WBBB, Burlington, N. C.
ROBBINS, CORKY
WLW, Cincinnati, O.
ROCKET, DEWEY
KIUP, Durango, Colo.
RUSSELL, CONNIE
Garroway at Large
NC TV
ROESE, RAY
WBNS, Columbus, O.
ROGERS, AL
The Al Rogers Show
WAVE, Louisville, Ky.
New Frontier
WAVE-TV, Louisville, Ky.
RONDO, DON
WMAS, Springfield, Mass.
ROOBINS, CORKY
WLW-T, Cincinnati, O.
ROSE BROTHERS
WNAO, Raleigh, N. C.
ROWE, EMMETT
KOLE, Port Arthur, Tex.
RUDOLPH, JACK
WPAM, Pottsville, Pa.
RUPERT, MRS.
WACB, Kittanning, Pa.
RUPPERT, ANN
The Mr. Smith Show; NBC
RUSSELL, CONNIE
Next, Dave Garroway; NBC
RUSSELL, CONNIE
Garroway-at-Large
WNBQ, Chicago, Ill.
RYAN, ANN
Circle Arrow Show; NBC
RYAN, ANN
WLW, WLW-T, Cincinnati, O.
RYAN, DENNIS
Manhattan Merry-Go-Round; NBC
RYAN, SHIRLEY
WDAY, Fargo, N. Dak.

—S—

ST. AMANT, JOAN
WHSY, Hattiesburg, Miss.
SARGENT, MICHAEL
Music Michael Please
WBIW, Bedford, Ind.
SAUNDERS, JANE LEE
WJNC, Jacksonville, N. C.
SAWTELLE, GEORGE
WMCT, Memphis, Tenn.
SCHAD, HARRY
WBEN, Buffalo, N. Y.
SCOTT, ZELDA
WHO, Des Moines, Ia.
SCOTTY & BOOTS
Sing-along Time
WKLY, Hartwell, Ga.
SEEBODE, MEL
WAAM, Baltimore, Md.
SEIGER, MAYBELLE
WCMB, Lemoyne, Pa.
SEVERSON, JOHN
KDIX, Dickinson, N. Dak.
SHANNON, MICKEY
KURV, Edinburg, Tex.
SHARYN, LYNN
WXYZ, Detroit, Mich.
SHASHY, EMILEE
WTMC, Ocala, Fla.
SHAY, DOROTHY
Spotlight Revue
CBS
SHEARER, JAMES L.
WHBI, Newark, N. J.
SHELTON, BANNER
WGCD, Chester, S. C.
SHELTON, MARY
WKTM, Mayfield, Ky.
SHOE, LITTLE
WSIV, Pekin, Ill.
SHORE, DINAH
The Eddie Cantor Show; NBC

SHORE, DINAH
(Mrs. George Montgomery)
B. Mar. 1, 1917, Winchester, Tenn.; Columbia Records; The Oxydol Show with Jack Smith, CBS.

SIMON, TAUDIE
Eggs At Eight, Ivory Tower
KVOO, Tulsa, Okla.
SIMS, EVELYN
WTOC, Savannah, Ga.
SISON, CARMEN
DYBU, Cebu, Philippines
SIZEMORE, ASHER
WKLO, Louisville, Ky.
SKINNER, PAUL
WTMJ, WTMJ-TV, Milwaukee, Wis.
SMILEY, BETTE
WCAE, Pittsburgh, Pa.

SMITH, JACK
B. 1915, Seattle, Wash.; Oxydol Show starring Jack Smith, CBS-KNX.

SMITH, LES
Matinee
WHBY, Appleton, Wis.
SMITH, NORWOOD
ABC, ABC-TV
SNYDER, BOB
WFBG, Altoona, Pa.
SOLEK, WALT
WMMW, Meriden, Conn.
SOUTHERNAIRES
(William Edmonson, William Franklin, John Taylor, Jr., Ray Yeates), ABC
SPARKS, CLARK
KGER, Long Beach, Calif.
SPEIGHT, MARIE
WHKP, Hendersonville, N. C.
STACY, JEAN
KTAT, Frederick, Okla.

STAFFORD, JO
Chesterfield Supper Club, NBC.

STAMPS QUARTET, THE
Stamps Ozark Quartet
KWFT, Wichita Falls, Tex.
STANCHUCK, DOLORES
CKLW, Detroit, Mich.
STARR, KAY
Chesterfield Supper Club; NBC
STATESMAN QUARTET, THE
WCON, Atlanta, Ga.
STEBER, ELEANOR
Voice of Firestone; NBC
STEFFEN, ARTHUR
WHAM, Rochester, N. Y.
STEGMILLER, RITA
KSUE, Susanville, Calif.
STEPHENS, DEAN
KSUE, Susanville, Calif.
STEPHENSON, JESSIE
WVOT, Wilson, N. C.
STEVENS, ELEANOR
WBAL-TV, Baltimore, Md.

STEVENS, GARRY
AM Showcase
WGY, Schenectady, N. Y.
TV Showcase
WRGB, Schenectady, N. Y.
STEVENS, HERB
WJAS, Pittsburgh, Pa.
STEWART, CLAIRE
WFAA, Dallas, Tex.
STEWART, REDD
WAVE, Louisville, Ky.
STEWART, SONNY
KHIT, Lampasas, Tex.
STIDHAM, AIM
Buckaroos
KTJC, Hobart, Okla.
STONE MOUNTAIN BOYS
WEAS, Atlanta, Ga.
STRAND, NORMAN
WSAV, Savannah, Ga.
STRICKLAND FAMILY
WDWD, Dawson, Ga.
STUART, BERNIE
Breakfast In Coral Gables
WVCG, Coral Gables, Fla.
SUHRE, ELIZABETH
'Tween Agers
KVOR, Colorado Springs, Colo.
SULLIVAN, DAN
WHB, Kansas City, Mo.
SUMMERS, TOMMY
Cameron Valley Boys
WEAM, Arlington, Va.
SWANSON, BYRON
KHQ, Spokane, Wash.
SWANSON, BYRON
Songs We Like To Hear
WNAE, Warren, Pa.
SWEET, RUTH
WDLB, Marshfield, Wis.

—T—

TABSCOTT, JACK
Home Town Talent
WDNE, Elkins, W. Va.
TANNER, GRACE
WCBT, Roanoke Rapids, N. C.
TANNER, PAL
Supply Time Jamboree
WCBT, Roanoke Rapids, N. C.
TANO, GAE
WDAS, Philadelphia, Pa.
TARRING, JEAN
WGL, Fort Wayne, Ind.
TAYLOR, JOHN, JR.
Southernaires, ABC
THEODOSIO, FRANK
WAVZ, New Haven, Conn.
THOMAS, THOMAS L.
American Album of Familiar Music; Manhattan Merry-Go-Round; NBC
THOMAS, THOMAS L.
Your Song And Mine
CBS
THOMPSON, JOHNNY
Johnny Thompson Sings
WJZ, New York, N. Y.; ABC
THOMPSON, SHORTY
KWTO, Springfield, Mo.
THORNE, LUCIA
WHO Des Moines, Ia.
TIGHE, JEAN
ABC
TILLMAN, TINY
KFRM-KMBC, Kansas City, Mo.
TILTON, MARTHA
Curt Massey Show
CBS
TINNEY, FRANK
Songs You Like To Hear
WGWR, Asheboro, N. C.
TOKATYAN, ARMAND
KWKW, Pasadena, Calif.
TREXLER, DON
The Musicmakers
WFMY-TV, Greensboro, N. C.
TEXAS, TEMPLE
The Phil Silvers Arrow Show
NBC-TV
TRINTA, BALBINO
WAEL, Mayaguez, P. R.
TURNER, DALLAS
KHMO, Hannibal, Mo.
TURNER, TINY
Tiny Turner And Co.
WFMY-TV, Greensboro, N. C.

—U—

UNGER, JOSEPH
KWPC, Muscatine, Ia.
UTZMAN, SARA ANN
WHAW, Weston, W. Va.

—V—

VASSER, WALTER
WFMY-TV, Greensboro, N. C.
VAZQUEZ, GERMAN
WITA, Santurce, P. R.
VICTORY-A QUARTET, THE
WGGA, Gainesville, Ga.
VILLALONGA, ABDIAS
WAEL, Mayaguez, P. R.
VAN, BOBBY
The Admiral Broadway Review
NBC-TV
VIRGINIA HOME FOLKS
Virginia Home Folks
WEAS, Atlanta, Ga.

—W—

WADDELL, BOB
Sincerely Yours
WDUK, Durham, N. C.
WAGNER, ANN
WIBC, Indianapolis, Ind.
WAHLSTEDT, JOHN
WHB, Kansas City, Mo.
WAKELY, JIMMY
B. Feb. 16, 1914, Mineola, Ark.; No. 1 Folk Recording Artists; Capitol Records.
WALKER, BARBARA JO
WMAR-TV, Baltimore, Md.
WALKER, DUSTY
KNBH, Hollywood, Calif.
WALLER, HARVEY
KROX, Crookston, Minn.
WALTERS, FRANCIS
WDBJ, Roanoke, Va.
WAMBOLD, PAT
WRFD, Worthington, O.
WARD, KEN
WNBK, Cleveland, O.
WARD, KEN
Clevelandaires; NBC
WARD, KENNETH
WTAM, Cleveland, O.
WARNER, JEANNE
WNBW, Washington, D. C.
WARREN, DOC
KWFC, Hot Springs, Ark.
WARREN, FRAN
The Henry Morgan Show; NBC
WARREN, FRAN
CBS
WATSON, DOLORES
WSM, Nashville, Tenn.
WAY, BOB
WIBB, Macon, Ga.
WELCH, ALICE, HILDA, LUCILLE
WBIG, Greensboro, N. C.
WEST, NADINE
KFBI, Wichita, Kans.
WEST, NORMA
KRDO, Colorado Springs, Colo.
WEST, WAYNE
WMBD, Peoria, Ill.
WHEATLEY, JOAN
The Fred Waring Show; NBC
WHITE, OVA LEE
KSTA, Coleman, Tex.
WHITING MARGARET
B. June 22, 1924, Michigan; Oxydol Show, CBS-KNX.
WHITMORE, FRANK
WMAR-TV, Baltimore, Md.
WHITNEY, DON
KLCN, Blytheville, Ark.
WHOOT OWLS, THE
WHOO, Orlando, Fla.
WILKES, MIRIAM
WBSC, Bennettsville, S. C.
WILLIAMS, A. C.
WDIA, Memphis, Tenn.
WILLIAMS, ERNESTINE
WLCS, Baton Rouge, La.
WILLIAMS, GENE
WSPD-TV, Toledo, O.
WILLIAMSON, SONNY BOY
WDIA, Memphis, Tenn.
WILSON, CAROL
WRGA, Rome, Ga.
WILSON, EILEEN
Your Hit Parade; NBC
WILSON, EUGENE HAPPY
WAPI, Birmingham, Ala.
WILSON, GRACE
WLS, Chicago, Ill
WILSON, JANE
The Fred Waring Show; NBC
WILSON, PAT
WBNS, WBNS-TV, Columbus, Ohio
WILSON, SLIM
KWTO, Springfield, Mo.
WILTON, CLAUDE
WMMW, Meriden, Conn.
WOOD, AUSTIN
KTTR, Rolla, Mo.
WOOD, JAMES (MRS.)
WCOH, Newnan, Ga.
WOOD, TOMMY
WIKY, Evansville, Ind.
WOODEN, STEVE
KMA, Shenandoah, Ia.
WORKMAN, DEL
WTAD, Quincy, Ill.
WRIGHT, MARTHA
NBC-TV
WORKMAN, DICK
WFBL, Syracuse, N. Y.
WELCH, LOREN
NBC-TV
WRIGHT, NANCY
WGN-TV, Chicago, Ill.
WRIGHTSON, EARL
NBC-TV
WRIGHTSON, EARL
CBS

—Y—

YEAROUT, BILL
WREN, Topeka, Kans.
YEATES, RAY
Southernaires, ABC
YOUNG, VIRGINIA
KMHL, Marshall, Minn.
YOUNG, EVE
Honeymoon in New York; NBC
YOUNG, EVE
NBC-TV

—Z—

ZEEIGLER, TY
WCMB, Lemoyne, Pa.



BOB ELSON

Baseball — Basketball
Football — Hockey

On the Century — Coast to Coast

Sports Commentators
(RADIO AND TELEVISION)
—their work during 1949

—A—

ABBOTT, GEORGE
Speaking of Sports
KOLN, Lincoln, Nebr.

ADAMS, TONY
Headlines In News And Sports
WMUR, Manchester, N. H.

ALBERTS, DON
KHUB, Watsonville, Calif.

ALDEN, JERRY
WSNJ, Bridgeton, N. J.

ALDRIDGE, MAHLON
Play By Play
KFRU, Columbia, Mo.

ALEXANDER, CONNIE
Previews
KVER, Albuquerque, N. Mex.

ALLAIN, ORREN
WKAN, Kankakee, Ill.

ALLBAUGH, BILL
Sports
KASI, Ames, Ia.

ALLBRIGHT, NAT
Sports Hi-Way
WEAM, Arlington, Va.

ALLEN, GEORGE
WBVP, Beaver Falls, Pa.

ALLEN, LEE
Lee Allen Sports Show
WSAI, WLW-T, Cincinnati, O.

ALLEN, MEL
B. Feb. 14, 1913, Birmingham, Ala.; World Series; Major League All-Star Baseball Game; CBS-TV Football; N. Y. Yankees Baseball & Football Games; Boxing & Basketball Games, CBS-TV; Rose Bowl Game, CBS.

ALLEN, WAYNE
KSEL, Lubbock, Tex.

ALT, JAMES
WKRC-TV, Cincinnati, O.

ALVAREZ, ENRIQUE
Comentarios Deportivos
WAEL, Mayaguez, P. R.

AMBROSE, JOHNNY
Speaking Of Sports
WTAG, Worcester, Mass.

ANDERSON, DICK
WEOA, Evansville, Ind.

ANDERSON, DOUGLAS
Sports Spotlight
KDIX, Dickinson, N. Dak.

ANDERSON, MAX
World Of Sports
WKRG, Mobile, Ala.

ANDERSON, TOM
Sports Parade
WLDY, Ladysmith, Wis.

ARKISON, JIM
Speaking of Sports
WALE, Fall River, Mass.

ARMSTRONG, CARL
Togos Men Shop
WHED, Washington, N. C.

ARMSTRONG, WILLIAM
Sports News And Views
WOMI, Owensboro, Ky.

ARNOLD, FULTON
Sports Roundup
WTTM, Trenton, N. J.

ARNOLD, GARY
WDUN, Gainesville, Ga.

ARNOLD, GEORGE
KWFC, Hot Springs, Ark.

ARO, SAM
Sports Roundup
WNDB, Daytona Beach, Fla.

ARTHUR, DON
Shell Sports Review
WDUZ, Green Bay, Wis.

ARTHUR, FRANK
Sports Report
KSAN, San Francisco, Calif.

ASH, KEN
WHAV, Haverhill, Mass.

AUSLEY, WALLY
WSSB, Durham, N. C.

AUSTIN, COLEMAN
WROV, Roanoke, Va.

AYERS, RUSTY
Sports News
KSWS, Roswell, N. Mex.

—B—

BABB, HUGH WEBSTER
WLAW, Lawrence, Mass.

BACHRACH, TOM
KDHL, Faribault, Minn.

BACON, NORMAN
Hamm's Spotlight
WOC, Davenport, Ia.

BADER, HUGH
KMTV, Omaha, Nebr.

BAILEY, BLAINE SPUD
KIFI, Idaho Falls, Ida.

BAILEY, CHARLES
WHBU, Anderson, Ind.

BAILEY, CHARLEY
WEBR, Buffalo, N. Y.

BAKER, JACK
WNOP, Newport, Ky.

BAKER, MICHAEL
World Of Sport
KXXX, Colby, Kans.

BAKER, NELSON
Sports Page Of The Air
WFBR, Baltimore, Md.

BAKER, PAUL
Today's Sports
WLAD, Danbury, Conn.

BALCH, FRANK
Sports Page
WWSR, St. Albans, Vt.

BALDING, CHUCK
Sports Whirl
WOAY, Oak Hill, W. Va.

BALDING, GEORGE
Sportlight
KMUR, Murray, Utah

BALTER, SAM
KLAC, KLAC-TV, Hollywood, Calif.

BARBER, PHIL
Football Sportscasts
KTRB, Modesto, Calif.

BARBER, RED
Football Roundup, Red Barber's Club House, CBS; Dodgers Baseball, Rose Bowl Football, CBS-TV

BARFIELD, HARRY
Sports Final
WAYS, Charlotte, N. C.

BARKER, EDDIE
Scoreboard
KMAC, San Antonio, Tex.

BARRETT, WILLIAM R.
WJLS, Beckley, W. Va.

BARRON, STAN
KFSB, Joplin, Mo.

BARRY, JACK
Sports Notebook
WJOY, Burlington, Vt.

BARTON, CHARLES
WHLD, Niagara Falls, N. Y.

BASS, GRADY
Sports Special
KTBB, Tyler, Tex.

BATES, DON
KRDO, Colorado Springs, Colo.

BATES, MARVIN
WGBF, Evansville, Ind.

BATEY, HUGH
Sports Roundup, Football
WRBL, Columbus, Ga.

BAUMAN, BRUCE
Sports Spotlight
WIDE, Biddeford, Me.

BAXTER, GEORGE
Monday Morning Quarterback, Gridiron Preview, Football Forecasts
WKTM, Mayfield, Ky.

BEATTIE, IRV
Sports Hilites
KROY, Sacramento, Calif.

BEATTY, ROSS
Sports Parade Football Roundup, Sports Pages Of The Air
WEIM, Elmira, N. Y.

BEDELL, FORREST
Sports Parade
WGRC, Reidsville, N. C.

BELCHER, ROD
Football Scoreboard, Grandstand Echoes
KMO, Tacoma, Wash.

BELL, TED
KRSC, Seattle, Wash.

BELLINGER, STEVE
Highlights From Sidelines
WTCJ, Tell City, Ind.

BENEDICT, LOUIS
Sportsbook
KUBC, Montrose, Colo.

BENJAMIN, RALPH
WKRM, Columbia, Tenn.

BENNETT, THURSTON
Thurston Bennett, Sports
WBBQ, Augusta, Ga.

BENSON, RICHARD H.
Sports Digest
WIRC, Hickory, N. C.

BENTLEY, LYN
KVOB, Alexandria, La.

BENTON, LOU
WMGY, Montgomery, Ala.

BERGER, DICK
WOBT, Rhinelander, Wis.

BERGER, HAL
Hal Berger Reminisces, Gridiron Grabag
KMPC, Los Angeles, Calif.

BERGESON, CHUCK
WSOO, Sault Ste. Marie, Mich.

BERGMAN, ARTHUR DUTCH
Bergman On Sports
WRC, Washington, D. C.

BERKOWITZ, MILT
WONS, Hartford, Conn.

BERNDT, IRVING
Sport Slants
WRAK, Williamsport, Pa.
BEUTEL, BOB
Sports Grandstand
WKAT, Miami Beach, Fla.
BIDDLE, DICK
WJRD, Tuscaloosa, Ala.
BIRLEFFI, LARRY
Frontier Sportscast
KFBC, Cheyenne, Wyo.
BITTERMAN, JACK
Sports Page Of The Air
WABB, Mobile, Ala.
BLACK, JIM
Sports Spotlight, Play By Play
KCBD, Lubbock, Tex.
BLACKBURN, ROBERT
KFRE, Fresno, Calif.
BLAIS, DAN
WLAU, Laurel, Miss.
BLAKE, TOMMIE
KWHI, Brenham, Tex.
BLOOM, MARV
Sports Review
WCED, DuBois, Pa.
BLOUNT, DAVE
Touchdown Time
WGGG, Gainesville, Fla.
BLUE, IRA
Adventures In Sports, Blue Streak Final
KGO, San Francisco, Calif.
BOEHM, PAUL
12:05 Sports
WGPA, Bethlehem, Pa.
BOGGS, OTIS
Sports Matinee
WRUF, Gainesville, Fla.
BOLAND, JOE
Football
WCFL, Chicago, Ill.
BOLAND, JOE
Boland On Sports
WSBT, South Bend, Ind.
BOLEN, JIM
Sports Review
WCIL, Carbondale, Ill.
BONASSO, RUSSELL
Muntzing Newscast
WBLK, Clarksburg, W. Va.
BONE, BILLY
Hilights In The World Of Sports
WHSC, Hartsville, S. C.
BONIN, DONALD
Sports Today
KANE, New Iberia, La.
BOWER, BOB
Sports Call
WTIP, Charleston, W. Va.
BOWSER, BEN
Sports Review
WACB, Kittanning, Pa.
BOYER, JOHN F.
KDKA, Pittsburgh, Pa.
BRACHER, BERNIE
Sports Slants
WAVE-TV, Louisville, Ky.
BRACK, BILL
Pee-Wee Club
KVRS, Rock Springs, Wyo.
BRADLEY, JACK
WSAZ, WSAZ-TV, Huntington, W. Va.
BRADLEY, LYLE
The Sportsman
WTRY, Troy, N. Y.
BRANSON, TODD
WWCA, Gary, Ind.
BRAY, DICK
Spotlight on Sports
WSAI, Cincinnati, O.
BREMSER, LYELL
Sports By Bremser
KFAB, Omaha, Neb.

BRICKHOUSE, JACK

B. Jan. 24, 1916, Peoria, Ill.; Cubs - Sox Baseball, WGN - TV, Wrestling — 3 Shows Weekly, WGN-TV; Pro Boxing, WGN-TV; Notre Dame & Big 10 Football, WGN; Amateur Boxing, WGN-TV; Marriage License Romances, WGN.

BRIDGE, BILL
Armstrong County Sportsmen
WACB, Kittanning, Pa.
BRITT, JIM
Notre Dame Football Games
DuMont Sports Roundup
WHDH, Boston, Mass.
BRITTON, JACK
Let's Look At Sports
WHBQ, Memphis, Tenn.
BROCKMAN, BON
Sport Spotlight
KBUN, Bemidji, Minn.
BROOK, BILL
WRJN, Racine, Wis.
BROOKS, BOB
Sports Camera
KCRG, Cedar Rapids, Ia.
BROOKS, TOM
KAWT, Douglas, Ariz.
BROWN, BILL
Sports Final
WSTP, Salisbury, N. C.
BROWN, BOB
Sport Hilites
WMID, Atlantic City, N. J.
BROWN, GLENN
Glenn Brown's Sportscast
KVET, Austin, Tex.
BROWN, JERRY
WGRC, Louisville, Ky.
BROWN, PEN
Sports Roundup
WTAG, Worcester, Mass.
BROWN, R. FRED, JR.
WLOS, Asheville, N. C.
BROWNE, TOM
WKBC, N. Wilkesboro, N. C.
BROWNELL, JIM
Along the Sports Trail
WKDK, Newberry, S. C.
BRUBAKER, TOM
KSST, Sulphur Springs, Tex.
BRUCE, FRANK
WJRD, Tuscaloosa, Ala.
BRUNDIGE, BILL
WINX, Sports Page
WINX, Washington, D. C.
BRUNES, LARRY
Sports Hilites
KTIL, Tillamook, Ore.
BRUSH, JOE
WKNB, New Britain, Conn.
BRUZEK, WALT
Sports Reverie
KLER, Rochester, Minn.
BRYAN, BILL
Sports Review
KTOW, Oklahoma City, Okla.
BUCHANAN, BRUCE
WMFD, Wilmington, N. C.
BUCK, JACK
Sports Digest
WCOL, Columbus, O.
BUCKLEY, THOMAS
Sports News
WLOE, Leaksville, N. C.
BULLER, RICHARD
Race Results
WKMH, Dearborn, Mich.
BURICK, SI
Sports Of All Sorts
WHIO, WHIO-TV, Dayton, O.
BURK, SAM A.
The Sportsman
KIRX, Kirksville, Mo.
BURNS, ROG
WBEL, Beloit, Wis.
BURR, CHUCK
Sports Excerpts
WXRA, Kenmore, N. Y.
BURRUD, WILLIAM
Coach's Roundtable, Sports In Review
KVOE, Santa Ana, Calif.
BURT, JIM
In The Press Box, Down the Sports Trail
KELO, Sioux Falls, S. Dak.
BUSH, OWEN
WHB, Kansas City, Mo.
BUTT, KINGSLEY
Pigskin Preview
WIRA, Fort Pierce, Fla.
BUTTERFIELD, RAY
What's New In Sports
WLOX, Biloxi-Gulfport, Miss.
BUTTON, DAVE
Football Scoreboard, Sports Extra
KSVP, Artesia, N. Mex.
BYARS, JOE
Sports Spotlight
WDAK, Columbus, Ga.

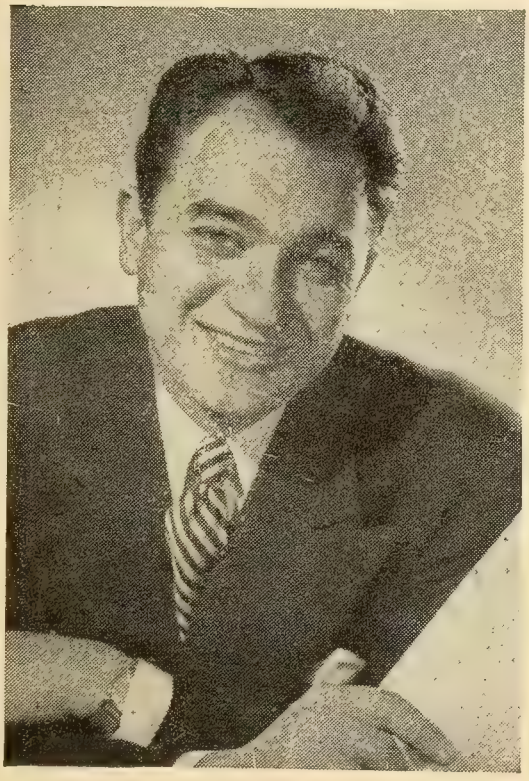
—C—

CAHILL, ED
WLYN, Lynn, Mass.
CALIFF, LEE
Play By Play
WROX, Clarksdale, Miss.
CAMPBELL, DAVE
Sports Show
WAPI, Birmingham, Ala.
CAMPBELL, JOE
KGKB, Tyler, Tex.
CAMPBELL, JOHN
KXLL, Missoula, Mont.
CAMPBELL, NEENIE
WMCK, McKeesport, Pa.
CAMPENELLA, JOE
WMRF, Lewiston, Pa.
CAMPOFREDA, NICK
Sports Special
WAAM, Baltimore, Md.
CANAVAN, ROBERT C.
KROD, El Paso, Tex.
CANEL, ELI B.
El Juego De Hoy, Deportivas Don Q
WIAC, San Juan, P. R.
CAPPS, GORDON
Sports Spotlight
KSRV, Ontario, Ore.
CARAY, HARRY
Sports Extra
WIL, St. Louis, Mo.
CARIKER, KEN
KRBC, Abilene, Tex.
CARLYLE, HUGH
Sports Roundup
WHAP, Hopewell, Va.
CARNEGIE, TOM
WIRE, Indianapolis, Ind.
CARPENTER, DICK
WHEB, Portsmouth, N. H.
CARPENTER, JIM
Play By Play
WKBB, Dubuque, Ia.
CARPENTER, JOHNNY
KOIN, Portland, Ore.
CARROLL, JIM
KWYO, Sheridan, Wyo.
CARSON, TOM
WKZO, Kalamazoo, Mich.
CARTER, CAL
Spotlight On Sports, Football Forecast, Sports Roundup
KAMD, Camden, Ark.

CARTER, F. C.
Cavalvcade of Sports
WFEB, Sylacauga, Ala.
CASE, JOHN G.
WWNY, Watertown, N. Y.
CASE, KEN
Sportsfolio
KTBS, Shreveport, La.
CASPER, CY
Local Sports, Sports Extra
KTOK, Oklahoma City, Okla
CAST, BURT
KOMW, Omak, Wash.
CATTERTON, AUSTIN V.
WMMB, Melbourne, Fla.
CAUDILL, CARL B., JR.
Sports Picture
WFTC, Kinston, N. C.
CAUGHMAN, CLARE
Sports Roundup
KYOS, Merced, Calif.
CAVANNAUGH, JOE
Sports Scene
WARD, JOHNSTOWN, Pa.
CECIL, HERMAN
KCMA, Texarkana, Tex.
CELANIA, JOE
WIKY, Evansville, Ind.
CHALMERS, JIM
Speaking For Sports
WEIM, Fitchburg, Mass.
CHAMBERLAIN, GUS
WDEF, Chattanooga, Tenn.
CHAMBERLIN, GEORGE
Sports Digest, Sportscast, Play By Play
WMBM, Miami Beach, Fla.
CHAPMAN, DAVE
KCMC, Texarkana, Tex.

CHAPMAN, ELBERT
KGIW, Alamosa, Col.
CHASEMAN, JOEL
Sports Room
WAAM, Baltimore, Md.
CHASTAIN, TONY
Sports Review
WORZ, Orlando, Fla.
CHEDWICK, CRAIG
Sports Scope
WHOD, Homestead, Pa.
CHRISTIE, GEORGE
Christie's Sports
WFEA, Manchester, N. H.
CHRISTOFFERSON, AL.
Play-By-Play
KTRF, Thief River Falls, Minn.
CHRYSTIE, BOB
Bob Chrystie Sports
WPAL, Charleston, S. C.
CLARK, BILL
Sports Digest of the Air
KHUZ, Borger, Tex.
CLARK, LARRY
WTMJ,-TV, Milwaukee, Wis.
CLAUSSEN, GENE
KXIC, Iowa City, Ia.
CLAYTON, TOM
WLLH, Lowell-Lawrence, Mass.
CLEAR, WILLIAM
WRTA, Altoona, Pa.
CLEARY, BILL
Today In Sports
KRDO, Colorado Springs, Colo.
CLEMENTS, CLEM
KXGN, Glendive, Mont.

CLEMENTS, JOE
Play-By-Play
KLIX, Twin Falls, Ida.
CLIFT, JOHN
Across The Sports Desk
KDSX, Denison, Tex.
CLOSE, BILL
Close Up In Sports
KOY, Phoenix, Ariz.
CLOVER, COTTON
KRIG, Odessa, Tex.
CLUNEY, JOHN A.
Speaking Of Sports
WBRY, Waterbury, Conn.
COBURN, PAUL
Sportscast
KVNU, Logan, Utah
COCHRAN, BILL
The Bill Cochran Show
WNBC, New York, N. Y.
COFEY, VINCE
Sports News
WMRO, Aurora, Ill.
COGGINS, JAMES F.
Along the Sports Trail
WKDK, Newberry, S. C.
COLE, EMERSON
Bridgeport Aerosols
WICC, Bridgeport, Conn.
COLEY, LEM
Play-By-Play
WRFS, Alexander City, Ala.
COLLINS, DAVE
Sports Roundup
WHOK, Lancaster, O.
COMAR, DICK
WXLT, Ely, Minn.
CONWAY, RAY
Grid-graph
KTHT, Houston, Tex.



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COLIN, BILL
Football Scoreboard
KXOA, Sacramento, Calif.

CONN, MARV
WCCO, Minneapolis, Minn.

CONNORS, JOSEPH
Sports Review
WKRZ, Oil City, Pa.

CONRAD, STEVE
WKBZ, Muskegon, Mich.

COOK, BILL
KWRO, Coquille, Ore.

COONEY, JIM
WJNC, Jacksonville, N. C.

CORKIN, FRANK
Comments By Corkin
WMMW, Meriden, Conn.

CORLEY, BILL
WBNS, Columbus, O.

CORLEY, GORDON
Sports Parade
KFKA, Greeley, Colo.

CORNEAL, GEORGE
KDZA, Pueblo, Colo.

CORTINA, RAFAEL
Orientacion Deportiva
WORA, Mayaguez, P. R.

COSTELLO, ED
World Of Sports
KOSA, Odessa, Tex.

COUPPEE, AL
KRNT, Des Moines, Ia.

COWAN, COLEY
Speaking Sports
WSON, Henderson, Ky.

COWELL, ED
Speaking Of Sports
WJHL, Johnson City, Tenn.

CRAGO, DICK
Sportstopics
WCBI, Columbus, Miss.

CRANE, EZRA J.
KMVI, Wailuku, Maui, T. H.

CRANNA, JIM
Sportscope
WKIP, Poughkeepsie, N. Y.

CRAWFORD, ROBERT
Early Evening Edition
KNAK, Salt Lake City, Utah

CREAGER, MACK
The Sportsman
KAKC, Tulsa, Okla.

CREIGHTON, HARRY
WGN-TV, Chicago, Ill.

CRESEY, FRANK
Gridiron Guide
KWTX, Waco, Tex.

CRIPE, DON
Play By Play
WIOU, Kokomo, Ind.

CROFFORD, GEORGE
Review of Sports
KOCS, Ontario, Calif.

CROGHAN, JOE
WBAL--WBAL-TV, Baltimore, Md.

CROSATTO, DAVE
KJBS, San Francisco, Calif.

CROSIAR, FRANK
Spots In Sports, Sports Roundup
WHOT, South Bend, Ind.

CROW, TIMOTHY
Time Out For Sports
WILM, Wilmington, Del.

CROWE, MARTY
Sports Review
WRFW, Eau Claire, Wis.

CROWLEY, PAUL C.
WJPD, Ishpeming, Mich.

CULLINGS, BOB
5 Star Final
WINR, Binghamton, N. Y.

CUMMINS, JACK
WPDQ, Jacksonville, Fla.

CUMMINS, TAIT
Shell Sports Digest, Tait Cummins Sports
WMT, Cedar Rapids, Ia.

CUMMISKEY, JOE
Sports Extra
WPAT Paterson N J

CUNNINGHAM, DONAL
WLXW, Carlisle, Pa.

CURRAN, LARRY
Local Sports
WLBE, Leesburg, Fla.

CURRIE, BILL
Sports Parade
WHPE, High Point, N. C.

CUTRER, TOMMY
Sports Page
KXYZ, Houston, Tex.

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DAHL, DON
KDAL, Duluth, Minn.

DAHLBERG, GERRY
Sports Page Of The Air
KROX, Crookston, Minn.

DAILEY, BUDD
Today In Sports
WLEX, Lexington, Ky.

DAILEY, DON
Sportscast
KWTO, Springfield, Mo.

DAILEY, TOM
Sports Review
KWK, St. Louis, Mo.

DAIN, RONALD
KGCX, Sidney, Mont.

DALEY, BILL
Daley's Daily Sports
KEYD, Minneapolis, Minn.

DANE, DUDLEY
KFAM, St. Cloud, Minn.

DANIEL, DAN
Sports Journal
WHOO, Orlando, Fla.

DARIENS, FRANK
KSJO, San Jose, Calif.

DAVIDSON, R. A.
WHTB, Talladega, Ala.

DAVIDSON, RANDY
Sports Parade
WCRS, Greenwood, S. C.

DAVIES, TED
Sports Newsreel
KVEC, San Luis Obispo, Calif.

DAVIS, BILL
Sports Page Of The Air
WBLJ, Dalton, Ga.

DAVIS, FRED
Sportscope
KISD, Sioux Falls, S. Dak.

DAVIS, GEOFF
Gridiron Roundup
WINS, New York, N. Y.

DAVIS, LEN
Sports Nitecap
WGL, Fort Wayne, Ind.

DAVIS, LES
WNAX, Yankton, S. Dak.

DAVIS, NORMAN
Sportlight
WRUF, Gainesville, Fla.

DAVIS, RUSS
Wrestling From Hollywood
WBKB, Chicago, Ill.

DAVIS, STEVE
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WGLN, Glens Falls, N. Y.

DAVOL, BRAD
Spotlight On Sports
WSAR, Fall River, Mass.

DAY, DEL
Sports Parade
KFAR, Fairbanks, Alaska

DeBELL, HERB
Sports Extra
WCHV, Charlottesville, Va.

DECKER, BEN
Sports Parade
WIRK, West Palm Beach, Fla.

DECKER, TOM
Sports Journal
WFBL, Syracuse N. Y.

DE FOREST, ED
Inside Sports
KRUX, Phoenix, Ariz.

DEINES, NAY
Sports Roundup
KMMJ, Grand Island, Nebr.

DENISON, SPENCER
Sports Page
WMDN, Midland, Mich.

DESMOND, CONNIE
Dodgers Baseball, Red Barber's Club House
CBS, CBS-TV

DeVICTOR, MARTY
WBNS-TV, Columbus, O.

DEVLIN, BOB
WNEB, Worcester, Mass.

DEXTER, RAY
Scoreboard
KDRS, Paragould, Ark.

DeYOANNES, AMUNDO
WHLB, Virginia, Minn.

DIAB, GEORGE
Local Games
WTRF, Bellaire, O.

DICKOFF, CHARLES
WISC, Madison, Wis.

DIEDRICH, BILL
WGRC, Louisville, Ky.

DIGESU, FRED
WJHO, Opelika, Ala.

DIHLMANN, HENRY
Parade Of Sports, Strikes And Spares
KROS, Clinton, Ia.

DILLON, FRED
Sports Spotlite
WCMA, Corinth, Miss.

DILLON, LENNY
Today in Sports
WFAS, White Plains, N. Y.

DI NATALE, JOE
Inside Of Sports
KODY, North Platte, Neb.

DITTERT, ED
Sportstime
KRIC, Beaumont, Tex.

DIX, JACK
Speaking of Sports
WFOR, Hattiesburg, Miss.

DIXON, MASON
Sports Parade
KICD, Spencer, Ia.

DOCKENEY, EDWARD
WEPM, Martinsburg, W. Va.

DONALDSON, AL
KENT, Shreveport, La.

DONLEY, RED
The Week In Sports, Sports Reel, Sports Eye
WSTV, Steubenville, O.

DOPP, CLAY
WJBK-TV, Detroit, Mich.

DOUGLAS, HAROLD
Sports Page
KFRU, Columbia, Mo.

DOUGLAS, SCOTT
The Eddie Cantor Show, CBS; Radio City Playhouse, NBC; Young Dr. Malone, CBS; Cavalcade of America, NBC; Boxing Bouts, Basketball, Football, TV; Saturday Night Dinner Date, DuMont.

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WRC, Washington, D. C.

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KTRI, Sioux City, Ia.

DOWNIE, HARRY
Sports Of All Sorts
WSTC, Stamford, Conn.
DOWTY, BYRON
WDSU-TV, New Orleans, La.
DOYLE, JIMMY
KNUZ, Houston, Tex.
DOYLE, LARRY
Great Moments In Sports
KGA, Spokane, Wash.
DRAKE, LOWELL
WICU, Erie, Pa.
DRILLING, JOE
Sports Arena
KMJ, Fresno, Calif.
DUDLEY, ASA
Sports Page
WTBF, Troy, Ala.
DUDLEY, JAMES R.
Shell Digest
WJW, Cleveland, O.
DUFFY, RAY
Sports Newsreel
WGNS, Murfreesboro, Tenn.
DUFFY, ROBERT J.
Sports Slant
WTSV, Claremont, N. H.
DUGGAN, TOM
Let's Look At Sports
WMAQ, WNBQ, Chicago, Ill.
DUKEHART, TOMMY
Scholastic Scrapbook
WFBR, Baltimore, Md.
DULING, HANK
KFGT, Fremont, Neb.
DUMAS, ROLAND
Sports Parade
WMAS, Springfield, Mass.
DUNAHAM, GLENN G.
The Sportsman
KROP, Brawley, Calif.
DUNBAR, STU
Sports With Dunbar
KTOP, Topeka, Kans.
DUNCAN, JIM
Parade Of Sports
WEBQ, Harrisburg, Ill.
DUNCAN, R. A.
Sports Review
WCKB, Dunn, N. C.
DUNN, MIKE
Football, Basketball
WXLW, Indianapolis, Ind.
DUNNAVANT, BOB
Sports Spotlight
WJMW, Athens, Ala.
DUNPHY, DON
Yanks Baseball, TV; ABC Fights —Madison Square Garden Friday Night Bouts; Gillette's Cavalcade of Sports, ABC.
DYER, BILL
Sports Special
WITH, Baltimore, Md.
DYNES, CHARLES
KGIW, Alamosa, Col.

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EARLE, BILL
WASL, Annapolis, Md.
ECKSTINE, CHARLES
Sports Today
WARK, Hagerstown, Md.
EDWARDS, BILL
Sports Spotlight
WMAN, Mansfield, O.
EDWARDS, JOHNNY
KFDX, Wichita Falls, Tex.
EGAN, LEO
WHDH, Boston, Mass.
ELGIN, JACK
KENT, Shreveport, La.
ELLIOTT, BILL
Sideline Slants
KAFY, Bakersfield, Calif.
ELLIS, STEVE
WMCA, New York, N. Y.
ELLIS, WALT
Sports Roundup
WLBH, Mattoon, Ill.
ELLISON, BILL
Sports Page, Great Moments In Sports
KXO, El Centro, Calif.
ELSON, BOB
Football, Baseball
WJJD, Chicago, Ill.
ELSTON, BOB
KXEL, Waterloo, Ia.
ENGELHARDT, WALLY
KVFD, Fort Dodge, Ia.
ENGLISH, JIM
Sportlight
WKYB, Paducah, Ky.
ENGSTROM, NORM
Tip Off On Sports
KRJF, Miles City, Mont.
ENROTH, DICK
Morning Slant On Sports
WLOL, Minneapolis, Minn.
ERP, JOHN
Let's Look At Sports
WNBQ, Chicago, Ill.
ERRICO, MIKE
WNLK, Norwalk, Conn.
ESSICK, LOU
WGNI, Wilmington, N. C.
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Along Sports Trail
WAIM, Anderson, S. C.



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WJJD, Chicago, Ill.
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WHWL, Nanticoke,
WBAX, Wilkes Barre, Pa.
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World Of Sports
KRUL, Corvallis, Ore.
EVASHEVSKI, FORREST
As Evy Sees It
WILS, Lansing, Mich.
EVERITT, HERB
KIDO, Boise, Ida.

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FAIRBURN, T. J.
Sports Lineup
WLDS, Jacksonville, Ill.
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Sports Scene
WREN, Topeka, Kans.
FALLON, FRANK
WMEX, Boston, Mass.
FARLEY, BOB
Sportscope
KOKO, La Junta, Colo.
FARRELL, MAURY
Speaking Of Sports
WAPI, WAFM-TV, Birmingham, Ala.
FARRINGTON, FRANK
KFAM, St. Cloud, Minn.
FARRIS, JOE
Sports Billboard, Sports Tip
WGKV, Charleston, W. Va.
FAULCONER, J. B.
WLAP, Lexington, Ky.
FAULDER, GEORGE
Sportspecial
WMPS, Memphis, Tenn.
FAUSONE, PETER
WHDF, Houghton, Mich.
FAY, HAINES
KVOS, Bellingham, Wash.
FEIN, MEL
Reports On Sports
WJTN, Jamestown, N. Y.
FENNO, RALPH
Fenno On Sports
WKXL, Concord, N. H.
FENTON, EDWARD
WCBM, Baltimore, Md.
FERGUSON, ANDREW B.
Sports Desk
WBOW, Terre Haute, Ind.
FIGARELLA, NESTOR
Resumen Deportivo
WORA, Mayaguez, P. R.
FINEGAN, JAMES
WHAS, Louisville, Ky.
FINKELDEY, WILLIAM
Sports Newsreel, Rod And Gun Club
WLAM, Lewiston, Me.
FINLAYSON, JACK
Sports Review
KFKA, Greeley, Colo.
FINNEGAN, BOB
WIND, Chicago, Ill.
FISHER, HANK
6:25 Sports
WIRL, Peoria, Ill.
FISHER, JIM
Sports Memories
WGGG, Gainesville, Fla.
FITZ, STEVE
WSNY, Schenectady, N. Y.
FITZPATRICK, JACK
KFEL, Denver, Colo.
FITZPATRICK, LES
Sports Spotlight
KHQ, Spokane, Wash.
FLAHERTY, JOHN
WMCK, McKeesport, Pa.
FLANAGAN, PAT
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FLEMING, JACK
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WAJR, Morgantown, W. Va.
FLEISCHER, JACK
WICC Sports Desk
WICC, Bridgeport, Conn.
FLETCHER, WARREN
Spot For Sports
KUTA, Salt Lake City, Utah
FLEUGEL, CRESTON
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WSIV, Pekin, Ill.
FLORES, RAFAEL PONT
Revista Pabst Blue Ribbon
WKAQ, San Juan, P. R.
FLYNN, ARTHUR
WLAW, Lawrence, Mass.
FOLEY, BILL
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WOKO, Albany, N. Y.
FORBES, BOB
Sports Review
WTHI, Terre Haute, Ind.
FORREST, RAY
Gillette Cavalcade of Sports—Boxing Bouts, NBC-TV.
FORSTER, BOB
WICA, Ashtabule, O.
FORSYTHE, WALLY
Sportsman's Show
WLW-T, Cincinnati, O.
FOSS, DANNY
Sportscast
KTJS, Hobart, Okla.
FOUTS, BOB
Sports Ins & Outs
KYA, San Francisco, Calif.
FOX, WILLIAM
Fox's Den
WIBC, Indianapolis, Ind.
FRANCE, MARTIN
WAEB, Allentown, Pa.
FRANKLIN, WARREN
Play By Play
WHAP, Hopewell, Va.
FRAZIER, HAL
Pigskin Revue, Play By Play
WSTP, Salisbury, N. C.
FREEBORN, JACK
Sports Parade
KBMW, Wahpeton, N. Dak.
FREEMAN, CARROLL
Sports Parade
KOMA, Oklahoma City, Okla.
FRENCH, JACK
KNOX, Grand Forks, N. Dak.
FRENKEL, MILT
The Sportsman
KTLW, Texas City, Tex.
FRITZ, DON
OSU Games
WHKC, Columbus, O.
FROH, DAVE
Sports Corner
WILS, Lansing, Mich.
FULTON, BOB
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KXLR, Little Rock, Rrk.
FULTON, JOHN
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WGST, Atlanta, Ga.
FURGUSON, PAT
Sportscast
WDVA, Danville, Va.

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GADBERRY, G. ROBERT
Along The Sports Trail
KFBI, Wichita, Kans.
GALLOGLY, JIM
General Sports
WCOH, Newnan, Ga.
GAMAGE, WALT
Sport Shots
KEEN, San Jose, Calif.
GARDNER, BILL
WGAI, Elizabeth City, N. C.
GARDNER, DON
WKBN, Youngstown, O.
GARDNER, GUY
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KOGT, Orange, Tex.
GARRIS, LOU
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WHBS, Huntsville, Ala.
GARRISON, VAN
KHAS, Hastings, Nebr.
GARRITY, VINCE
Sports Remotes
WENR-TV, Chicago, Ill.
GARWOOD, JOHN
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WNBZ, Saranac Lake, N. Y.
GATES, HILLIARD
Gateway To Sports
WKJG, Fort Wayne, Ind.
GAYLOR, EDWARD S.
Sports Summary
WVCG, Coral Gables, Fla.
GEE, OLYN L.
Spur Sportscast
WDWD, Dawson, Ga.
GELL, LOU
Sports Magazine
KVNI, Coeur D'Alene, Ida.
GEORGE, LEE
Sports Highlights
KFEQ, St. Joseph, Mo.
GEORGE, LLOYD
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KRHD, Duncan, Okla.
GEORGE, STEVE
Strictly Sports—With Steve George
KCRA, Sacramento, Calif.
GIANARIS, HARRY
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WHAN, Charleston, S. C.
GIBBONS, JAMES
WMAL, WMAL-TV, Washington, D. C.
GIBBONS, JAMES L.
ABC
GIBBS, LAWRENCE
Spotlight On Sports
KMLB, Monroe, La.
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KALI, Pasadena, Calif.
GIBSON, JACK
Sizing Up Sports
KWTC, Barstow, Calif.
GILBERT, AL
KVMA, Magnolia, Ark.
GILBERT, JACK
WLEU, Erie, Pa.
GILLESPIE, EARL
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WJPG, Green Bay, Wis.
GILMORE, ROBERT
WEOL, Elyria, O.
GILTNER, JOE
WGCD, Chester, S. C.
GLACKEN, ED
WKRT, Sports Dsk
WKRT, Cortland, N. Y.
GLEASON, BOB
Sports Round-Up
WMSL, Decatur, Ala.

GLICKMAN, MARTY
WMGM, New York, N. Y.
COHEN, BOB
WSOY, Decatur, Ill.
GODLEY, ROBERT
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WHK, Cleveland, O.
GOETZ, JACK H.
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KRPL, Moscow, Ida.
GOODDING, KEN
Sports Parade
KRES, St. Joseph, Mo.
GOODLETTE, RICHARD H.
Sports Headlines, Sports Review
WKIC, Hazard, Ky.
GOODNIGHT, CLYDE
Pigskin Parade
KUBA, Yuba City, Calif.
GOODRICH, BILL
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WRBC, Jackson, Miss.
GOODYEAR, ARTHUR N.
WKNE, Keene, N. H.
GORDON, JIM
WNDR, Syracuse, N. Y.
GORDON, LARRY
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KOJM, Havre, Mont.
GORDON, RED
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KELD, El Dorado, Ark.
GORMAN, ED
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WCAP, Asbury Park, N. J.
GOVE, CLIFFORD
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GRADY, JACK
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KFGO, Fargo, N. Dak.
GRATZ, GENE
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WELO, Tupelo, Miss.
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GREBE, GUS
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WHTC, Holland, Mich.
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WMGM, New York, N. Y.
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Sport Topics
KFOR, Lincoln, Nebr.
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Sports Whirl
KPST, Preston, Ida.
GREUP, ERNST
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WDUK, Durham, N. C.
GRIGSBY, BILL
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GRIFFIN, DENNIS
KCNY, San Marcos, Tex.
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WENR-TV, Chicago, Ill.
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WCOA, Pensacola, Fla.
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Sportsreel Of The Air
WARM, Scranton, Pa.
GROSS, CLAIR
Sports-Time
KFNF, Shenandoah, Ia.
GROSS, DON
Today In Sports
WAYX, Waycross, Ga.
GUERRA, EUGENIO
Deportes Al Dia
WIBS, San Juan, P. R.
GUINAN, JACK
Play By Play
WSCR, Scranton, Pa.
GUNN, BEN
Negro Football, Play By Play
WEAS, Atlanta, Ga.
GUOKAS, MATT
WPEN, Philadelphia, Pa.
GUSTAFSON, ANDY
WTVJ, Miami, Fla.

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WIZE, Springfield, O.
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WALD, Walterboro, S. C.
HARBISON, S. T.
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WTCO, Campellsville, Ky.
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KDLK, Del Rio, Tex.
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HARRIS, DAVID
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HARRIS, WALT
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WFRC, San Francisco, Calif.
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WHNC, Henderson, N. C.
HARRISON, CHARLES
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HART, BOB
KPLC, Lake Charles, La.
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KRGV, Weslaco, Tex.
HASEL, JOE
Joe Hasel Show
WJZ, New York, N. Y.; ABC
HATCHER, WILSON
Scoreboard
WLOU, Louisville, Ky.
HATHARN, ROGER
Today In Sports
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KIUN, Pecos, Tex.
HAWKINS, VERN
Sports Page On The Air
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HAYES, JOE
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HAYES, PAT
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HAYS, JIM
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KVOA, Tucson, Ariz.
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WBEN, WBEN TV, Buffalo N. Y.
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HEATH, MICKEY
WEMP, Milwaukee, Wis.
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WGTC, Greenville, N. C.
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WCPS, Tarboro, N. C.
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WTMJ, WTMJ-TV, Milwaukee, Wis.

HELFER, ALVIN
Sports Review, WLW, Cincinnati, O., Mutual's Sports Voice.

HELGESEN, RAY
Sports Spotlite, Football Prophet
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WCCP, Savannah, Ga.
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Latest in Sports
KPBX, Beaumont, Tex.
HERRON, FRANK
Sports Air-ena
KWJJ, Portland, Ore.
HESSLER, FRED
Fred Hessler Sports
KGER, Long Beach, Calif.
HEWEY, IRA I.
Spotlighting The Sportlight
WHAI, Greenfield, Mass.
HEWITT, WARREN
KHMO, Hannibal, Mo.
HIBBS, DOUG
WTEL, Philadelphia, Pa.
HICKS, EARL
Sports Final
KFRU, Columbia, Mo.
HICKS, TOM
Basketball And Football
WLOH, Princeton, W. Va.
HIEDEMA, JOHN
WDLP, Panama City, Fla.
HIGGINS, HUGH
Play By Play
WMOA, Marietta, O.
HIGHTOWER, BILL
Sports Records
KXOL, Ft. Worth, Tex.
HILL, JULIAN L.
KPLT, Paris, Tex.
HINKLE, CHARLES
WHIO, WHIO TV, Dayton O
HITCHCOCK, BILLY
WJHO, Opelika, Ala.
HITCHCOCK, JACK
Spotlight On Sports
KCOL, Fort Collins, Colo.
HOBBY, WES
Vermont Sports
WSKI, Montpelier, Vt.

HODGES, RUSS
N. Y. Giants, WPIX, WMCA; Ballantine Fights, CBS-TV; Richfield Sportscast, ABC; Columbia University Football Games; WINS, CBS-TV; Russ Hodges Sports Quiz, MBS; Russ Hodges Scoreboard, DuMont.

HOEGLER, AL
Football
WJMO, Cleveland, O.
HOFF, HOLLIS
Sportslog
KVNJ, Fargo, N. Dak.
HOGAN, TODD
WATW, Ashland, Wis.
HOLBROOK, JOSEPH R.
WPAY, Portsmouth, O.
HOLDEN, KEN
Speaking Of Sports
KBKR, Baker, Ore.
HOLDER, EARL
WNNC, Newton, N. C.
HOLLER, CARL
Sports Today
WITZ, Jasper, Ind.
HOLMQUIST, AL
Sportswhirl
KGDE, Fergus Falls, Minn.
HOLYARD, O. C.
WVLK, Lexington-Versailles, Ky.
HOONAN, ROBERT
Out Of The Locker Room
KXRO, Aberdeen, Wash.
HOOPER, JACK
Report On Sports
WHGB, Harrisburg, Pa.
HOOVER, DON
Sports Roundup
KIUP, Durango, Colo.
HOOVER, DON
WJMS, Ironwood, Mich.
HOPPE, HENRY
Sports in Review
WUSN, Charleston, S. C.
HORNING, DUTCH
KSIB, Creston, Ia.
HORSTMANN, BOB
American Sports Page Of The Air
KNEB, Scottsbluff, Nebr.
HORTON, THAD
WSB, Atlanta, Ga.
HOUTZ, MARVIN
Scoreboard
KGFW, Kearney, Nebr.
HOWARD, BILL
Sports Shots
WWOD, Lynchburg, Va.
HOWARD, HARRY
Spotlight on Sports
KRLC, Lewiston, Ida.
HOYT, WAITE
WCPO, WCPO-TV, Cincinnati, O.

HUBBELL, RALPH
WBEN, WBEN-TV, Buffalo, N. Y.
HUBER, FRANK
WHAL, Shelbyville, Tenn.
HULL, ROGER
WBMD, Baltimore, Md.
HUMISTON, HOD
Sports Roundup, Play By Play
KWHK, Hutchinson, Kans.
HUMPHERIES, OTIS
The Sportsman
WMRA, Myrtle Beach, S. C.
HUMPHRIES, DAN
WPFB, Middletown, O.
HUOT, ED
Sports Parade
KXGI, Fort Madison, Ia.
HURD, JOE
Sports Final
WJR, Detroit, Mich.
HURLEY, BILL
Play By Play
KLIF, Dallas, Tex.
HUSING, TED
(See Disc Jockies).
HUSTEN, HARVEY
Spotlight Sports; Football, Baseball Games
WABY, Albany, N. Y.
HUTCHINSON, HARDY C., III
KHBC, Hilo, T. H.
HUTCHINSON, JOHN
Sports Parade
WGAU, Athens, Ga.
HUTCHISON, BOB
WJPF, Herrin, Ill.
HYDE, FRANK
Morning Round-Up of Sports
WJOC, Jamestown, N. Y.

—I—

INCH, MERRILL
KWRN, Reno, Nev.
INGALLS, WALLIE
KGRH, Fayetteville, Ark.
INGSTAD, BOB
KOVC, Valley City, N. Dak.

—J—

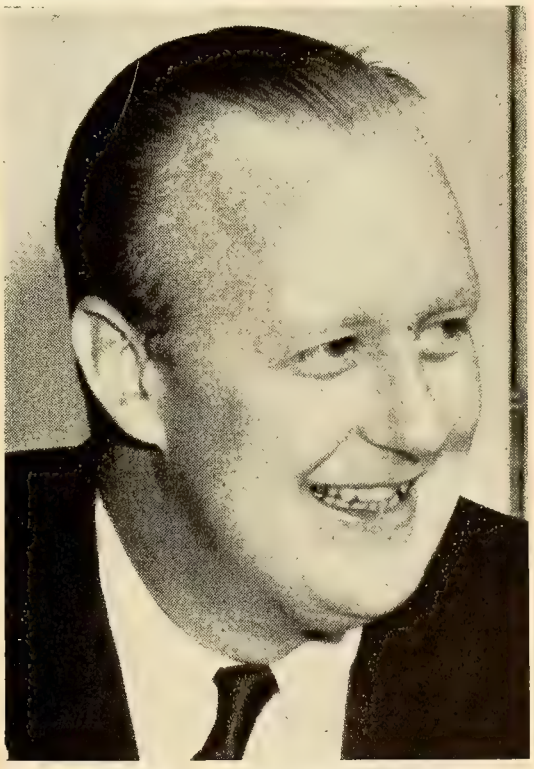
JACKSON, CLIFF
WEAR, Pensacola, Fla.
JACKSON, LEE
Sportspage
WAPO, Chattanooga, Tenn.
JACKSON, TOM
Sports Interviews
WKAB, Mobile, Ala.
JACKSON, W. E., JR.
WGTM, Wilson, N. C.
JACOBS, JOHN
Football
KGIL, San Fernando, Calif.
JACOBS, RAY
KOB Sportlight
KOB, Albuquerque, N. Mex.
JAEGER, JOE
Sports Parade
KXLE, Ellensburg, Wash.
JAMES, DENNIS
B. Aug. 24, Jersey City, N. J.; Bob Hawk Show, CBS; Can You Top This?, Song of the Stranger, Lawyer Q, Cash & Carry, Okay Mother, WABD; Ted Mack's Amateur Hour, CBS-TV; Fights & Wrestling, DuMont.
JARVIS, BILL J.
Bill Jarvis Reports
KVGB, Great Bend, Kans.
JAY, BILL
WNOX, Knoxville, Tenn.
JENNINGS, AL
Coastal Sports
WCCP, Savannah, Ga.
JOHNSON, GLEN
Sports Parade
WLJO, La Salle, Ill.
JOHNSON, JAKE
Sports Parade
KEBE, Jacksonville, Tex.
JOHNSON, KEN
Sports Parade
WCBT, Roanoke Rapids, N. C.
JOHNSON, LEONARD
WFDF, Flint, Mich.
JOHNSON, MARTIN
World Of Sports
WKAB, Mobile, Ala.
JOHNSON, MONK
Sports Of All Sorts
KDSJ, Deadwood, S. Dak.
JOHNSON, ROLLIE
WTCN, WTCN-TV, Minneapolis, Minn.
JOHNSON, TED
WVNJ, Newark, N. J.
JOHNSON, WARREN
Sports Eye
WPFB, Middletown
JONES, BOB
Sports Review
WEAM, Arlington, Va.



AL HELFER

Sports Voice of the

MUTUAL BROADCASTING SYSTEM



JACK BRICKHOUSE

WGN, WGN—TV and DuMont TV Network
Reporting Chicago Cubs — Chicago White Sox
Wrestling — 3 Shows Weekly
Pro and Amateur Boxing
Big 10, Notre Dame and Pro Football
Golden Gloves Boxing

JONES, EARL D.
Sports Review
WFTM, Maysville, Ky.
JONES, GORDON
Sportscope
WCMB, Lemoyne, Pa.
JONES, PAUL
Football Scoreboard
WLW T, Cincinnati, O.
JONES, ROBERT L.
Sports Highlights
WSPR, Springfield, Mass.
JONES, ROY
Sports Roundup
WMOC, Covington, Ga.
JONES, SLEW
WAPF, McComb, Miss.
JONES, TOM
Final Sports
WRFS, Alexander City, Ala.
JORDAN, MIKE
Sports Whirl, Play By Play
WLAT, Conway, S. C.
JOYNER, JACK
Sports Newsreel
WBIR, Knoxville, Tenn.
JUNKERT, BOB
KOVC, Valley City, N. Dak.

— K —

KAISER, RONAL
KWOC, Poplar Bluff, Mo.
KALLAY, ED
Sports Special
WAVE, Louisville, Ky.
KANE, ED
Your Sport
WRJM, Newport, R. I.
KANE, JACK
WHEB, Portsmouth, N. H.
KAUFMAN, GEORGE
Sports Lineup
KBMW, Wahpeton, N. Dak.
KAY, FRANK
Sports Parade
WDOS, Oneonta, N. Y.
KEARNS, CHARLIE
Sportscaster
WKTY, LaCrosse, Wis.
KEATING, WILLIAM
Sports Review
WHYN, Holyoke, Mass.
KEENE, BILL
KBOL, Boulder, Colo.
KEEP, BARNEY
KEX, Portland, Ore.
KEHL, TONY
Sports Roundup
KOLT, Scottsbluff, Nebr.
KEITH, LARRY
WMBR, Jacksonville, Fla.
KEKERIS, GUS
March Of Sports
KSGM, Ste. Genevieve, Mo.
KELLEY, BOB
Parade Of Sports
KMPC, Los Angeles, Calif.
KELLY, GENE
Kelly's Klubhouse
WXLW, Indianapolis, Ind.
KELLY, PAT
Kentucky Sports Review
WSFC, Somerset, Ky.
KENDRICK, JAMES
KMA, Shenandoah, Ia.
KENESSEY, TED
Play By Play
KKIN, Visalia, Calif.
KENNEDY, BOB
Regional Sports
WWNH, Rochester, N. H.
KENNEDY, EDWARD J.
WKRC-TV, Cincinnati, O.
KENNEY, JACK
World Of Sports
WDLB, Marshfield, Wis.
KENNEY, PAUL
Sports Eye
WMOA, Marietta, O.
KENT, CARL
KTAR, Phoenix, Ariz.
KEOUGH, DON
WOW TV, Omaha, Nebr.
KERCE, CECIL
WRGA, Rome, Ga.
KERMEYER, MIKE
Sportscaster
KAVE, Carlsbad, N. Mex.
KERN, DICK
WINC, Winchester, Va.
KETNER, WILL
WVAM, Altoona, Pa.
KIEVE, BOB
Speaking Of Sports
WGVA, Geneva, N. Y.
KIMBLE, EMERSON
WSPD, Toledo, O.
KING, ART
WEEI, Boston, Mass.
KING, BILL
Sports Scrapbook
WTAD, Quincy, Ill.
KING, DUB
Football Time
WTAW, College Station, Tex.
KING, J. D., JR.
WJRD, Tuscaloosa, Ala.
KING, JOHN
KAWT, Douglas, Ariz.
KING, WAYNE
Sportlites Of The Day
KATE, Albert Lea, Minn.
KIRBY, JERRY
Sports Review
WKBB, Dubuque, Ia.
KIRBY, LEE
Sports Spotlight
WBT, Charlotte, N. C.
KIRWAN, DENNY
WINZ, Hollywood, Fla.
KITTLESON, CURT
Sports Roundup
KXLF, Butte, Mont.
KLEIN, DON
KPIX, KSFO, San Francisco, Calif.
KLEMP, LLOYD
KDAN, Oroville, Calif.
KLEY, HERBERT
Sports Roundup
WLIP, Kenosha, Wis.
KLIEWER, DUFF
Sports Spotlight
WVEC, Hampton, Va.
KLINE, ERNEST P.
WKIN, Kittanning, Pa.
KNIGHT, TOM
Sports Roundup
WLTC, Gastonia, N. C.
KOBAK, EDGAR H.
Sports Review, Football Games
WTWA, Thomson, Ga.
KOESTER, TONY
WFBK, Sacramento, Calif.
KORZELIUS, GENE
WBNY, Buffalo, N. Y.
KRESAL, BUD
The Sporstman
WMIS, Natchez, Miss.
KROEN, ED
WKPA, New Kensington, Pa.
KRSHKA, FRANK
KIYI, Shelby, Mont.
KURALT, CHARLIE
Sports Final
WAYS, Charlotte, N. C.

— L —

LaBRANCHE, ERNEST
WCCM, Lawrence, Mass.
LACHENMEIER, RUDY
Sports Page Final
KGW, Portland, Ore.
LAFLIN, JOHN C.
The Sportsman
WSSV, Petersburg, Va.
LAMB, JERRY
Sports Roundup
WHCU, Ithaca, N. Y.
LaMEAR, DOUG
Sport Slants
KWIL, Albany, Ore.
LANDIS, LYLE B.
Play By Play
WKAI, Macomb, Ill.
LANDMAN, LOU
WIBA, Madison, Wis.
LANE, BILL
WCYB, Bristol, Va.
LASK, BILL
Sports Roundup
KDDD, Dumas, Tex.
LATIMER, RED
WTOM, Bloomington, Ind.
LAURENCE, JOHNNY
Spotlight Sports, Football, Baseball Games
WABY, Albany, N. Y.
LaVALLE, AL
KXEL, Waterloo, Ia.
LAVOY, BOB
Sport's Eye
WLBJ, Bowling Green, Ky.
LAWSON, JERRY
Sports In Review
WJOC, Jamestown, N. Y.
LAWSON, TEX
High School Sports
KWNW, Wenatchee, Wash.
LEAKE, BUS
Sports Review
WDNE, Elkins, W. Va.
LEAMING, JAMES
Sports Hilites, Football Prophet
WFPG, Atlantic City, N. J.
LEAVITT, MEL
WDSU, WDSU-TV, New Orleans, La.
LeBOW, GUY
Sport of Call, Rangers & Rovers Hockey, Wrestling, WPIX, New York, N. Y.
LEBRON, OSCAR
Politico Deportivo
WAEL, Mayaguez, P. R.
LECIUS, EDWARD
WOTW, Nashua, N. H.
LEE, BARNEY
LeeWard Side Of Sports
WBBC, Flint, Cich.
LEE, BERT
WMGM, New York, N. Y.
LEE, BOB
Play By Play
WWST, Wooster, O.
LEE, BOB
Play By Play
KCOK, Tulare, Calif.
LEE, BOB
Special Events And Sports Special
KSYC, Yreka, Calif.
LEE, BRUCE
WHIT, New Bern, N. C.
LEE, JACK
Play By Play
WILM, Wilmington, Del.
LEE, MIKE
WCVI, Connellsville, Pa.
LEE, ZEB
Sports Parade
WSKY, Asheville, N. C.

LENNON, PAUL
Sports Digest
WTOM, Bloomington, Ind.
LEONARD, LEE
Speaking Of Sports, Sports Final
WFMJ, Youngston, O.
LESLIE, BOB
WWJ-TV, Detroit, Mich.
LEWIS, ARNOLD
Sports Tonight
WCAX, Burlington, Vt.
LEWIS, BARNEY
Sports Reel
WLDS, Jacksonville, Ill.
LEWIS, BILL
Sportscope
WGNY, Newburgh, N. Y.
LEWIS, ED
Sportsreel
KFXJ, Grand Junction, Colo.
LEWIS, JOHN
Sports Review
WCAO, Baltimore, Md.
LIBBY, JOHN
WCOU, Lewiston, Me.
LIEBBE, SPIKE
Sterneman Sports, 10 Minutes With 10 Pins
KWPC, Muscatine, Ia.
LIGHTCAP, JACK
KNBH, Hollywood, Calif.
LINDBERG, WALTER
Down Your Alley
KLER, Rochester, Minn.
LINDLEY, BOB
Baseball
KBST, Big Spring, Tex.
LINTHICUM, WALTER
WBAL, WBAL-TV, Baltimore, Md.
LIPEZ, HARRIS
Sports Parade
WBPZ, Lock Haven, Pa.
LIVINGSTON, SAM
Down Sports Avenue
WKYB, Paducah, Ky.
LLOYD, BOB
Sports Review
WHBY, Appleton, Wis.
LLOYD, VINCE
WGN, WGN-TV, Chicago, Ill.
LOMAX, STAN
Stan Lomax Sports, WOR.
Roblee Fan Fare, DuMont
LONG, MATTHEW L.
Scoreboard
KGB, San Diego, Calif.
LOUDEN, VERN
KROW, Oakland, Calif.
LOWE, DICK
Play-By-Play
WBEX, Chillicothe, O.
LOWE, WALT
Sports In Review
KDSH, Boise, Ida.
LOWRY, LEW
Highway of Sports
KOOL, Phoenix, Ariz.
LUDWIG, JAMES
WLEU, Erie, Pa.
LUNDQUIST, ELDY
Sports Today
WTRC, Elkhart, Ind.
LYNCH, BUDD
CKLW, Detroit, Mich.
LYNCH, JACK
KWLM, Willmar, Minn.
LYNN, MAC
Sports Review
WLAY, Muscle Shoals, Ala.
LYON, JOHN
Sport Review
WGAC, Augusta, Ga.

—Mc—

McALLISTER, DON
Sports Page Of The Air
WDBO, Orlando, Fla.
McCANN, BOB
Sports Review
KBMY, Billings, Mont.
McCARTHY, CLEM
Clem McCarthy Sports, NBC.
McCARTHY, DICK
Sports Roundup
WKNY, Kingston, N. Y.
McCARTHY, JIM
On The Sports Scene
WBRE, Wilkes-Barre, Pa.
McCAY, RAY
Reports On Sports
WQXI, Atlanta, Ga.
McCOLGAN, WILLIAM
WSYB, Rutland, Vt.
McCONNOCHIE, JIM
Today's Sports
WELI, New Haven, Conn.
McCORMICK, JOHN
KVEN, Ventura, Calif.
McCRARY, LOWELL
KVOL, Lafayette, La.
McCREARY, MACK
Play By Play
KEBE, Jacksonville, Tex.
McDANIEL, DICK
KFEL, Denver, Colo.
McDONALD, ARCH
Speaking Of Sports
WTOP, Washington, D. C.



MARTY GLICKMAN

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LOMAX

SPORTCASTS

6:45 p.m. WOR

McDONALD, BILL
WOSH, Oshkosh, Wis.
McDONALD, HERB
KOD-TV, Albuquerque, N. Mex.
MacDONALD, JACK
KXRX, San Jose, Calif.
McDOWELL, ROY
WJOI, Florence, Ala.
McENANEY, JAMES
WNLC, New London, Conn.
McENERNEY, DICK
Speaking Of Sports
WBEX, Chillicothe, O.
McGARNEY, R. F.
Sports Special
KRUN, Ballinger, Tex.
McGEE, ART
Sportscope
WLAR, Athens, Tenn.
McGEE, BOB
KWFC, Hot Springs, Ark.
McGIVNEY, JERRY
Play By Play
WJMW, Athens, Ala.
McKECHNIE, JIM
Sportslants
WENE, Binghamton-Endicott, N. Y.
McKENNA, JACK
Standard Sports
WEBC, Duluth, Minn.
McKINNON, BILL
WBNS, Columbus, O.
McKINNON, BOB
First Sports
WRFS, Alexander City, Ala.
McLOUGHLIN, DICK
Let's Talk Sports
WFRP, Savannah, Ga.
McLAURIN, FRANK
Sports Review
KFXM, San Bernardino, Calif.
McLEAN, JACK
Sketch Book Of Sports
WJPS, Evansville, Ind.
McLEMORE, MORRIS
McLemore-Sports
WIOD, Miami, Fla.
McLENDON, GORDON
Play By Play
KLIF, Dallas, Tex.
MacMILLAN, LOWELL H.
Sports Roundup
WHEC, Rochester, N. Y.
McMULLEN, DICK
KCIL, Houma, La.
McNAMARA, LARRY
WNHC, WNHC-TV, New Haven, Conn.
McNEVIN, JOHN
WHEN, WNDR, Syracuse, N. Y.
McWILLIAMS, DON
Sports Journal
WCSH, Portland, Me.

—M—

MACK, CARL
5:15 Sportsnews
KSMI, Seminole, Okla.
MADELEY, ART
WGNI, Wilmington, N. C.
MAHAN, JOHN
WDAS, Philadelphia, Pa.
MALDONADO, JUAN
Camel en Los Deportes
WAPA, San Juan, P. R.
MALOY, JACK
WEEI, Boston, Mass.
MANGUAL, CARLOS
Deportivas Gunther
WIAC, San Juan, P. R.
MANN, CARL
KBTV, Dallas, Tex.
MANN, STU
In The Bleachers
WLOL, Minneapolis, Minn.
MANNERS, DAVE
Sports Final Today In Sports
WAPX, Montgomery, Ala.
MANNING, TOM
WNBK, WTAM, Cleveland, O.
MANSFIELD, ROBERT S.
WGOV, Valdosta, Ga.
MAPES, BILL
WHOS, Decatur, Ala.
MAPLES, GRADY
Play By Play
KTNM, Tucumcari, N. Mex.
MARABLE, DICK
News, Views, And Clues In The World Of Sports
WMAP, Monroe, N. C.
MARCHAND, ALEX
Breakfast Sports, Football Roundup
KALB, Alexandria, La.
MARGET, MANNY
Sports Shorts
KVOX, Moorhead, Minn.
MARLIN, GLEN
KLZ, Denver, Colo.
MARRERO, LUIS, E.
Tribuna Deportiva
WITA, Santurce, P. R.
MARSH, ROY
Sports Parade
WHLF, South Boston, Va.
MARSHALL, MAC
Sports Review
KOPO, Tucson, Ariz.
MARSHALL, JIMMY
WTOB, Winston-Salem, N. C.
MARTIN, BOB
WPOR, Portland, Me.
MARTIN, DAVE
WSBR, Superior, Wis.
MARTIN, DICK
Sports Parade
WCMI, Ashland, Ky.
MARTIN, JACK
Sportsspotlite
WPOI, Bristol, Tenn.
MARTIN, LARRY
WRIB, Providence, R. I.
MARTIN, TINY
Sports Parade
KGLC, Miami, Okla.
MARTIN, TINY
Hilights In Sports
WFNC, Fayetteville, N. C.
MARTIN, WALT
WIBK, Knoxville, Tenn.
MARX, MILT
WOWO, Fort Wayne, Ind.
MASON, AL
KEVT, Kerrville, Tex.
MASON, JOE
Sports
WLEE, Richmond, Va.
MATTHEWS, MATTY
Sports Televiews
WTVJ, Miami, Fla.
MATTHEWS, NORMAN
Sports Journal of the Air
WRNO, Orangeburg, S. C.
MATTHEWS, TOM
Sports Preview And Review
WFLA, Tampa, Fla.
MATHEWSON, DON
WAMS, Wilmington, Del.
MAUGANS, BILL
Sports Roundup
KSOK, Arkansas City, Kans.
MAWSON, RICHARD E.
KMVI, Wailuku, Maui, T. H.
MAXWELL, JOCKO
Sports Page
WWRL, Woodside, N. Y.
MAYNARD, BILL
KTTS, Springfield Mo.
MAZER, BILL
Sports Extra
WKBW, Buffalo, N. Y.
MEATH, ED
WHEC, Rochester, N. Y.
MEHAFFEY, JAY
Play By Play
KOSA, Odessa, Tex.
MERCER, CLIFF
Sports Hi-Lites
WLOU, Louisville, Ky.
MERRILL, BILL
Bill Merrill Show
KMHT, Marshall, Tex.
MERRIMAN, DON
Sports Page
WHDL, Olean, N. Y.
METCALF, BERT
KURV, Edinburg, Tex.
METZLER, ART
Speaking of Sports, Sports Parade
WATO, Oak Ridge, Tenn.
MEYER, AL
KPOW, Powell, Wyo.
MICHAEL, RAY
Sportsmanship
WNBW, Washington, D. C.
MILBURN, BOB
KGKL, San Angelo, Tex.
MILLER, BILL
Sports Digest
WETB, Johnson City, Tenn.
MILLER, BILL
WFUN, Huntsville, Ala.
MILLER, DON
Sports Page of the Air
WARC, Rochester, N. Y.
MILLER, DON
WTOL, Toledo, O.
MILLER, FRANK
Sportscaster
KSIM, Sikeston, Mo.
MILLER, GEORGE
The Sportsman
WPTR, Albany, N. Y.
MILLER, JACK
KGGF, Coffeyville, Kans.
MILLER, JIM
The Bob Feerick Sports Show
WQQW, Washington, D. C.
MILLER, SKIP
A Look At Sports
WJSW, Altoona, Pa.
MILLER, STRETCH
WIL, St. Louis, Mo.
MILNER, GENE
Sports Page Of The Air
WCAP, Asbury Park, N. J.
MISTOVICH, MIKE
Local Sports
KORA, Bryan, Tex.
MITCHELL, JIM
Sports Parade
WIOU, Kokomo, Ind.
MITCHELL, PAUL
Reports On Sports
KSYL, Alexandria, La.
MITCHELL, RED
Seeing Red With Mitchell, Sports Review
KSIG, Crowley, La.
MITTAN, RAY
Sporting News Of The Day
WHFB, Benton Harbor, Mich.
MOFIELD, RAY
Sports Hi-Lites
WPAD, Paducah, Ky.
MOLEN, SAM
KFRM, KMBC, Kansas City, Mo.
MOONEY, GEORGE
WHHM, Memphis, Tenn.

MOORE, BERNIE
Sports Digest
WKNB, New Britain, Conn.
MOORE, BILL
WFIG, Sumter, S. C.
MOORE, BILL
WNJR, Newark, N. J.
MOORE, DAVE
The Sports Desk, Sports-News Final
WBCK, Battle Creek, Mich.
MOORE, HAL
Tanforan Races
KSAN, San Francisco, Calif.
MOORE, TED
Play By Play
WDLB, Marshfield, Wis.
MOOREHEAD, TOM
WFIL, WFIL-TV, Philadelphia, Pa.
MOOREHOUSE, GENE
WWNR, Beckley, W. Va.
MORAN, JACK
KURV, Edinburg, Tex.
MORAN, JACK
WMON, Montgomery, W. Va.
MORGAN, ED
Sportsman
KBON, Omaha, Nebr.
MORGAN, JAMES
WHLN, Marlan, Ky.
MORGAN, RAY
WWDC, Washington, D. C.
MORGAN, ROBERT
WMBO, Auburn, N. Y.
MORLAN, CLIFF
Sports Review
KBUN, Bemidji, Minn.
MORRIS, JIM
Sportscope
WTHT, Hartford, Conn.
MORRIS, JIMMIE
WSAT, Salisbury, N. C.
MORRIS, ROBERT A.
Sports Page Of The Air
KBRL, McCook, Nebr.
MOSELY, MAX
Fri Nite Quaterback
WAPX, Montgomery, Ala.
MOST, JOHHNY
Most In Sports
WNAO, Raleigh, N. C.
MOTLEY, RAY
WMOH, Hamilton, O.
MOWBRAY, BOB
Sportscast
WDMG, Douglas, Ga.
MOWERY, LEE
WLAQ, Rome, Ga.
MUERLOTT, K.
WCRA, Effingham, Ill.
MULHERIN, PAT
Sports Review
WRDW, Augusta, Ga.
MULLEN, J. D.
WTPR, Paris, Tenn.
MULLINAX, ED
Sports Panorama
WLAG, LaGrange, Ga.
MUNSON, LARRY
WKDA, Nashville, Tenn.
MURDOCK, HOWARD
Speaking of Sports
WIMS, Michigan City, Ind.
MURPHY, BILL
Sports Review
WCKB, Dunn, N. C.
MURPHY, BOB
Sports Corner, Sports By Murphy
KOCY, Oklahoma City, Okla.
MURPHY, PAT
Sports By Murphy
KADA, Ada, Okla.
MURPHY, WENDELL
WMGA, Moultrie, Ga.
MURRAY, DON
WGCD, Chester, S. C.
MURRAY, DON
Spotlight On Sports
WDBJ, Roanoke, Va.
MURRAY, FRANNY
WIBG, WPEN, Philadelphia, Pa.
MURRAY, JAMES
WBKA, Brockton, Mass.
MUZZY, JIM
WHBC, Canton, O.
MYERS, DENNY
Denny Myers Talks Football
WEEI, Boston, Mass.

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NABORS, PAT
Sports Review
WSOC, Charlotte, N. C.
NAGLER, AL
WJBK, WJBK-TV, Detroit, Mich.
NAKEL, PAUL
Sports Report
WJMO, Cleveland, O.
NANCE, "DUB"
WTPR, Paris, Tenn.
NASH, BOB
Sports Parade
WINK, Fort Myers, Fla.
NATION, HERSCHEL
Sportsmans Hour
WAGC, Chattanooga, Tenn.
NEAL, BOB
Today In Sports
WGAR, Cleveland, O.
NEALE, LOU
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WFGN, Gaffney, S. C.
NELSON, JOHN
WESB, Bradford, Pa.
NELSON, LINDSEY
WROL, Knoxville, Tenn.
NEVERS, ERNIE
Scout Report
KSAN, San Francisco, Calif.
NEW, JAMES H.
WBHF, Cartersville, Ga.
NEWCOMB, CHARLIE
Sports Word
WORD, Spartanburg, S. C.
NEWKIRK, BILL
Hoffman Huddle
KLEE-TV, Houston, Tex.
NEWMAN, CY
Cy Speaks Of Sports
WLIO, East Liverpool, O.
NEY, CHARLES
WMUS, Muskegon, Mich.
NICHOLS, DENO
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KLRA, Little Rock, Ark.
NICHOLSON, JOHN
WTMC, Ocala, Fla.
NICHOLSON, ROY
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KCOY, Santa Maria, Calif.
NOE, NORMAN
High School Sports
KFKA, Greeley, Colo.
NOEL, JACK
WTTS, WTTV, Bloomington, Ind.
NORMAN, JAY
Speaking Of Sports
WLCR, Torrington, Conn.
NORMAN, NEIL
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WTMV, East St. Louis, Ill.
NORMAND, RAY
WCOU, Lewiston, Me.
NORTON, DON
KNET, Palestine, Tex.
NORWIG, GEORGE
WCSC, Charleston, S. C.
NOVAK, BOB
Sports Parade
WAZF, Yazoo City, Miss.
NOVAK, JAY
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KOKO, La Junta, Colo.

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O'BRIEN, BOB
Sports With O'Brien
KVON, Napa, Calif.
O'BRIEN, DON
KIOA, Des Moines, Ia.
O'BRIEN, JOHN
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KTEM, Temple, Tex.
O'BRIEN, SHERRY
WDAS, Philadelphia, Pa.
O'BRIEN, TOMMY
KTRM, Beaumont, Tex.
O'CONNOR, JOHN
KCRT Sports Parade
KCRT, Trinidad, Colo.
O'CONNOR, TOM
WBIZ, Eau Claire, Wis.
ODOM, RAYMOND
KRBC, Abilene, Tex.
O'DONNELL, BILL
WIBX, Utica, N. Y.
ODSON, ROBERT L.
Odson Sports Final
WBYS, Canton, Ill.
OFFICER, JAMES
KCNA, Tucson, Ariz.
O'GARA, ROGER
O'Gara Sports
WBEC, Pittsfield, Mass.
O'HALLORAN, HAL
WHBL, Sheboygan, Wis.
O'HALLORAN, PAT
Cascade Sports
KPQ, Wenatchee, Wash.
O'HARA, JOHNNY
KWK, St. Louis, Mo.
KWKL, Peoria, Ill.
OLIVER, JERRY
Play By Play
KSUE, Susanville, Calif.
OLMSTEAD, DICK
Sports Roundup
WHHH, Warren, O.
O'MALLEY, CHICK
Sports Page
WACE, Chicopee, Mass.
OMAN, COACH TURY
Speaking of Sports
WTJS, Jackson, Tenn.
O'MARA, BILL
KING-TV, Seattle, Wash.
O'NEILL, MARTY
WMIN, St. Paul, Minn.
ORNEST, STAN
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WGBS, Miami, Fla.
ORR, WILLIAM
WICY, Malone, N. Y.
OSBORN, GENE
KWWL, Waterloo, Ia.
OSWALT, JACK
Sports Roundup, Sports Recap
KTAT, Frederick, Okla.
OVERTON, DAVE
WSM, Nashville, Tenn.
OWENS, RICHARD H.
WISL, Shamokin, Pa.
OWENS, S. MOREY
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WROK, Rockford, Ill.

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PACKARD, CHARLIE
KSWI, Council Bluffs, Ia.
PAGE, JOHN
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WCSS, Amsterdam, N. Y.
PAIGE, CARL
KRAM, Las Vegas, Nev.
PAIGE, ERIC
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WLOW, Norfolk, Va.
PARADY, BILL
Pigskin Party
KCKY, Coolidge, Ariz.
PARKER, PAUL
WGNI, Wilmington, N. C.
PARKS, DARYL
Sports Camera
WKLO, Louisville, Ky.
PARKS, DEL
WPEN, Philadelphia, Pa.
PARSONS, MARSHALL
Parsons Sports,
Tomorrow's Sports Page
WQAM, Miami, Fla.
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PASSE, LEOL
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WVOK, Birmingham, Ala.
PATRICK, VAN
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WJR, Detroit, Mich.
PATTISON, JIM
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WDAD, Indiana, Pa.
PAUL, ED
Wiedemann's Sports Eye
WMRN, Marion, O.
PAULL, ED
Top Of The Sports
WCED, DuBois, Pa.
PEAK, BILL
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KBKI, Alice, Tex.
PEARCE, RICHARD
WDLF, DeLand, Fla.
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PEART, JOHN
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KOH, Reno, Nev.
PEIRCE, PETE
WBCC, Bethesda, Md.
PENFIELD, ADD
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WRNY, Rochester, N. Y.
PEPE, JOHNNY
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WPIC, Sharon, Pa.
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WKAQ, San Juan, P. R.
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KANS, Wichita, Kans.
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KGBC, Galveston, Tex.
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KTMS, Santa Barbara, Calif.
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KOTA, Rapid City, S. Dak.
PETERSON, EDWIN
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KSUB, Cedar City, Utah
PETERSON, JOHN
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KWAK, Stuttgart, Ark.
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WMBG, Richmond, Va.
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WTLA, Eufaula, Ala.
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WJOL, Joliet, Ill.
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WHUC, D Hudson, N. Y.
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WHKK, Akron, O.
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KREM, Spokane, Wash.
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KSST, Sulphur Springs, Tex.
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WBBZ, Ponca City, Okla.
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WOKO, Albany, N. Y.
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WCOS, Columbia, S. C.
POWERS, GENE
WICU, Erie, Pa.
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Powerhouse Of The Air
WNEW; Gillette Cavalcade of Sports—Boxing Bouts, NBC-TV.
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KTTR, Rolla, Mo.
PRICHARD, BOB
KPLT, Paris, Tex.
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WJAS, Pittsburgh, Pa.
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WNBC, New York, N. Y.
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KEPO, El Paso, Tex.
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WKNA, Charleston, W. Va.

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WMBD, Peoria, Ill.

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WKAP, Allentown, Pa.
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WEGO, Concord, N. C.
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WCPA, Clearfield, Pa.
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KSPI, Stillwater, Okla.
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KAFY, Bakersfield, Calif.
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WBSR, Pensacola, Fla.
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KVMA, Magnolia, Ark.
RECKNER, HARRY
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KTSA, San Antonio, Tex.
REECE, SANDY
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WSBT, South Bend, Ind.
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KMYR, Denver, Colo.
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WHKP, Hendersonville, N. C.
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KSPA, Santa Paula, Calif.
REESE, JAMES E.
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WWWB, Jasper, Ala.
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WRAL, Raleigh, N. C.
REEVES, GEORGE
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WINN, Louisville, Ky.
REGAN, BOB
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KCBQ, San Diego, Calif.
REID, JIM
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WPTF, Raleigh, N. C.
REID, MICHAEL
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KVRS, Rock Springs, Wyo.
REID, PAUL
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WKLF, Clanton, Ala.
REITH, HARRY
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WKST, New Castle, Pa.
RENCH, KENNY
WPTW, Piqua, O.
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WLOK, Lima, O.
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WJOB, Hammond, Ind.
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KGFL, Roswell, N. Mex.
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WHAR, Clarksburg, W. Va.
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KPQ, Wenatchee, Wash.
ROBINSON, BERT
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WBET, Brockton, Mass.
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WHSY, Hattiesburg, Mass.
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WLNA, Peekskill, N. Y.
ROBISCHON, JAMES
KGVO, Missoula, Mont.
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KRKO, Everett, Wash.
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KSOO, Sioux Falls, S. Dak.
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WPAB, Ponce, P. R.
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WPPA, Pottsville, Pa.
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KHON, Honolulu, T. H.
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RUSSELL, EARLE
KXOB, Stockton, Calif.
RUST, BILL
KGVL, Greenville, Tex.
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WALL, Middletown, N. Y.

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WAZL, Hazleton, Pa.
SAGGAU, TIP
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WBUD, Morrisville, Pa.
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KFAM, St. Cloud, Minn.
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KDAC, Fort Bragg, Calif
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WARM, Scranton, Pa.
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WAUD, Auburn, Ala.
SANDERS, CHRISTIAN
KOVO, Provo, Utah
SANDLER, JACK
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KOWH, Omaha, Neb.
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WMAS, Springfield, Mass.
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WGAT, Utica, N. Y.
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WGUY, Bangor, Me.
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WABJ, Adrian, Mich.
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WFNS, Burlington, N. C.
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WCHS, Charleston, W. Va.
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WBAY, Green Bay, Wis.
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WHOB, Gardner, Mass.
SAWYER, TED
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WLNH, Laconia, N. H.
SCARBROUGH, WALTER
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WHBT, Harriman, Tenn.
SCEARCE, ROBERT H.
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WJBO, Baton Rouge, La.
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WBBB, Burlington, N. C.
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WFOY, St. Augustine, Fla.
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WBYS, Canton, Ill.
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KAYS, Hays, Kans.
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WBUX, Doylestown, Pa.
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WRFD, Worthington, O.
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KMYR, Denver, Colo.
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WIMS, Michigan City, Ind.
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WSJS, Winston-Salem, N. C.
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KOL, Seattle, Wash.
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WLOW, Norfolk, Va.
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KWOC, Poplar Bluff, Mo.
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WFOX, Milwaukee, Wis.
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WGGA, Gainesville, Ga.
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WMIE, Miami, Fla.
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KSTA, Coleman, Tex.
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WWGS, Tifton, Ga.
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WBAP, WBAP-TV,
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WJTN, Jamestown, N. Y.
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WDOS, Oneonta, N. Y.
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WDAR, Savannah, Ga.
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SIMPSON, JAMES D., Jr.
WMRC Sportspage
WMRC, Greenville, S. C.
SIMPSON, JAMES S.
WOIC, Washington, D. C.
SIMPSON, JOHN
Sports Reporter
WADC, Akron, O.
SIMPSON, NORM
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WWOD, Lynchburg, Va.
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WKMH, Dearborn, Mich

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WHTN, Huntington, W. Va.
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KDAC, Fort Bragg, Calif.
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KTRE, Lufkin, Tex.
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WCOM, Pakersburg, W. Va.
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KDON, Santa Cruz, Calif.
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KNEL, Brady, Tex.
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WHUN, Huntingdon, Pa.
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WMTW, Portland, Me.
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WTNC, Thomasville, N. C.
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KHUM, Eureka, Calif.
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WGRD, Grand Rapids, Mich.
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KLPM, Minot, N. Dak.
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WGWR, Asheboro, N. C.
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WVOP, Vidalia, Ga.
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WWST, Wooster, O.
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WCOV, Montgomery, Ala.
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KFH, Wichita, Kans.

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STAUFFER, LEROY
WCPA, Clearfield, Pa.
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WTIC, Hartford, Conn.
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WBAC, Cleveland, Tenn.
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KVOD, Denver, Colo.
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KGLO, Mason City, Ia.
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WHAS, Louisville, Ky.
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WCAM, Camden, N. J.
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WAAB, Worcester, Mass.
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WHKC, Columbus, O.
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WNMP, Evanston, Ill.
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WHIS, Bluefield, W. Va.
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WCPA, Clearfield, Pa.
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WCRO, Johnston, Pa.
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WKAL, Rome, N. Y.
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WMGW, Meadville, Pa.
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KWED, Seguin, Tex.
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WTUX, Wilmington, Del.
TRAYNOR, HAROLD
KQV, Pittsburgh, Pa.
TROUT, LARRY
Spotlight On Sports
KBIX, Muskogee, Okla.
TSCHUDI, LOU
WING, Dayton, O.
TUCKER, JOE
Sports Review, Sport Special,
Garden Sports
WWSW, Pittsburgh, Pa.
TUCKER, KENNETH
KORC, Mineral Wells, Tex.
TUFTS, PETE
Sports Review
KTUC, Tucson, Ariz.
TULLIO, LOU
WICU, Erie, Pa.
TURNBULL, B. MURRAY
WMSA, Massena, N. Y.
TURNER, JIM
Sportsspotlite
WPOI, Bristol, Tenn.
TURNER, ROBERT
WHAM, WHAM-TV, Rochester, N .Y.
TURNER, S. G.
Sports Today
WMOC, Covington, Ga.
TYSON, E. L.
WWJ-TV, Detroit, Mich.
TYSON, TY
Ty Tyson Sports Review
WWJ, Detroit, Mich.

—U—

UFER, BOB
WPAG, Ann Arbor, Mich.
ULBRICH, RAY
Sports Review
WDMJ, Marquette, Mich.
ULERY, DON
Spotlight On Sports
WLBK, De Kalb, Ill.
ULRICK, ED
WIMA, Lima, O.
UNDERWOOD, RALPH
Sports Trail
WCNB, Connersville, Ind.
UNDERWOOD, TOMMY
Sports Round-Up
WOOF, Dothan, Ala.
UNGER, DICK
Sports Special
WDXI, Jackson, Tenn.
URQUHART, JIMMY
Sports Talks
WMNB, North Adams, Mass.

—V—

VACCA, JOHN
Sportsman
KOSA, Odessa, Tex.
VACKNER, CHARLES
WBNX, New York, N. Y.
VAILE, ROLAND B.
In The Sportlight
KCMJ, Palm Springs, Calif.
VALENTI, FRANK
KULA, Honolulu, T. H.
VANCE, GEORGE
Sports Hi-Lights
WMDN, Midland, Mich.
VANCE, HY
Football Review
WAPI, Birmingham, Ala.
VAN COEVERING, JACK
Woods & Waters
WXYZ-TV, Detroit, Mich.
VAN ELLS, NEAL
WLW-D, Dayton, O.
VAN HORNE, BILL
Sports Page Of The Air
WTRF, Bellaire, O.
VAN SANT, JOHNNY
Sports Chat
WSAN, Allentown, Pa.
VARE, AL
Tops In Sports
WAOV, Vincennes, Ind.
VAZQUEZ, PEDRO
Deportivas Northcool
WAPA, San Juan, P. R.
VEACH, BOB
Play By Play
WCIL, Carbondale, Ill.
VESTRO, AL
WTOR, Torrington,
WATR, Waterbury, Conn.
VICKLAND, ART
Forecasts
KTBC, Austin, Tex.
VRATIS, SOCS
KOLE, Port Arthur, Tex.

—W—

WAGNER, BOB
Sports Page
KMHL, Marshall, Minn.
WAGNER, BOB
Newsreel Theater—
Sport News
WHIZ, Zanesville, O.
WAGNER, JAY
WLEC, Sandusky, O.
WAKEMAN, TONY
All Sports Parade
WWDC, Washington, D. C.
WALDEN, MYRON
WKID, Urbana, Ill.
WALDEN, WARREN
Everybody's Sport
WEAN, Providence, R. I.
WALKER, DUCK
Navy Sports Salute
WJLD, Bessemer, Ala.
WALKER, HAL
Sportingly Yours
WMAW, Milwaukee, Wis.
WALLACE, HAROLD
KSFA, Nacogdoches, Tex.
WALLACE, JACK
Football
KBST, Big Spring, Tex.
WALSH, FRANK J.
WBCM, Bay City, Mich.
WALSH, GEORGE
Walsh Looks 'Em Over
WFIL-TV, Philadelphia, Pa.
WALSHAK, DAVID
Cavalcade Of Sports
KCTI, Gonzales, Tex.
WALTHAL, TUBBY
Sports Headlines
WSVS, Crewe, Va.
WALTON, LUKE
WISH, Indianapolis, Ind.
WANN, PAUL
WDOD, Chattanooga, Tenn.
WARD, BILL
By Word-By Ward
KCRC, Enid, Okla.
WARD, BILL
Sports Review
WTMA, Charleston, S. C.
WARD, BOB
WWSR, St. Albans, Vt.
WARD, HARRY
KCHE, El Reno, Okla.
WARD, HUGH, Jr.
World Of Sports
WALD, Walterboro, S. C.
WARREN, HARRY
Sports Mirror
KUTA, Salt Lake City, Utah
WASHBURN, BRUCE
KHOZ, Harrison, Ark.
WATERSTONE, HARRY
KGEM, Boise, Ida.
WATSON, BUD
WBAP-TV, Fort Worth, Tex.

WATTRICK
Sports Telequiz
WXYZ-TV, Detroit, Mich.

WEAVER, BILL
Sports Headlines
WDAY, Fargo, N. Dak.

WEAVER, HENRY
ABC, ABC-TV

WEBB, GILBERT
Oil Belt Sportscast
KSTB, Breckenridge, Tex.

WECKERLE, JOE
WMOH, Hamilton, O.

WEEKS, NOLAN
KMAE, McKinney, Tex.

WEICH, BILL
KTLA, Los Angeles, Calif.

WELBORN, DAVID
Sports Spotlite
WJIG, Tullahoma, Tenn.

WELBORNE, CURT
Sports Review
WGBG, Greensboro, N. C.

WELCH, JACK
WJPA, Washington, Pa.

WELLS, ROBERT
Slants From The Sidelines,
Evening Scoreboard
KIUL, Garden City, Kans.

WESLEY, FRANK
Football Games
WFOM, Marietta, Ga.

WESSON, DICK
KPOJ, Portland, Ore.

WHEDBEE, CHARLES
WGTC, Greenville, N. C.

WHIKHART, ED
Sports Final
WHAH, Weston, W. Va.

WHITAKER, ROBERT C.
WPAY, Portsmouth, O.

WHITE, DON
As I See It
KIT, Yakima, Wash.

WHITE, EDDIE
WDHL, Bradenton, Fla.

WHITE, GEORGE
KBTV, Dallas, Tex.

WHITE, ZED
Sports Page of the Air
WACA, Camden, S. C.

WHITTIER, CHUCK
Chuck Whittier's Sports
WILK, Wilkes-Barre, Pa.

WHITWORTH, RAY
The Sports Page
KFDA, Amarillo, Tex.

WIBLE, DARRELL
Sports Parade
WBIW, Bedford, Ind.

WIDMAN, RALPH
WFAA, Dallas, Tex.

WILBURN, GENE
Today In Sports, Sports
Parade, Spotlight On Sports
KEXO, Grand Junction, Colo.

WILDER, JOE
Sports Review
WKLY, Hartwell, Ga.

WILLIAMS, BILL
KOME, Tulsa, Okla.

WILLIAMS, BRUCE W.
KOCO, Salem, Ore.

WILLIAMS, CHARLES
KWNO, Winona, Minn.

WILLIAMS, CHUCK
Sports Parade
KIOX, Bay City, Tex.

WILLIAMS, CHUG
WDXB, Chattanooga, Tenn.

WILLIAMS, DICK
Warmup
KRIC, Beaumont, Tex.

WILLIAMS, PAUL
WWJ-TV, Detroit, Mich

WILLIAMS, PETE
WOOB, Anniston, Ala

WILLIAMS, WALLY
Sports On Parade
WCOG, Greensboro, N. C.

WILLIS, JOHN
Play By Play
KTMS, Santa Barbara, Calif.

WILLS, HARRY
Play By Play
WJMC, Rice Lake, Wis.

WILSON, BERT
WIND, Chicago, Ill.

WILSON, BOB
KAYL, Storm Lake, Ia.

WILSON, BOB
Let's Talk Sports
KWKW, Pasadena, Calif.

WILSON, BOB
Sports Summary
WADC, Akron, O.

WILSON, CHUCK
KECK, Odessa, Tex.

WILSON, CHUCK
WBVP, Beaver Falls, Pa.

WILSON, HOWIE
Sports Roundup
WKAI, Macomb, Ill.

WILSON, JOE
WBKB, Chicago, Ill.

WILSON, JOHN
Football Prophet
WFTC, Kinston, N. C.

WILSON, WARD
WMGM, New York, N. Y.

WINDSOR, WALTER
Sports Page
WGBA, Columbus, Ga.

WISE, WES
Play By Play
KLIF, Dallas, Tex.

WISMER, HARRY M.
B. June 30, 1912, Port Huron, Mich.; Sports Director, ABC; Top Golf Matches, College—for U. S. Airforce Recruiting; Redskins Pro Games; Pro Football Championships; Champion Roll Call; Saturday Co-op Show; Sugar Bowl Football & Basketball; Blue-Gray Football Game.

WOLF, FRED
Make It & Take It
WXYZ-TV, Detroit, Mich.

WOLFF, BOB
WINX, WTTG, Washington, D. C.

WOOD, CLAY
In the World of Sports
KRAI, Craig, Col.

WOOD, LEE
KTSL, Hollywood, Calif.

WOOD, RICHARD DALE
Play By Play
KTNM, Tucumcari, N. Mex.

WOOD, ROBERT
Sports Notebook
KORN, Mitchell, S. Dak.

WOODDELL, KEN
Behind The Sports Desk
WLBH, Mattoon, Ill.

WOODLE, HAM
WOLF, Syracuse, N. Y.

WOODSIDE, S. M.
Sports Roundup
WHCU, Ithaca, N. Y.

WOODWARD, LEROY
WVJS, Owensboro, Ky.

WORTHY, JOSEPH
News-On-The-Hour
WMIE, Miami, Fla.

WRATHER, LOU
WENK, Union City, Tenn.

WRIGHT, JOE
WKBV, Richmond, Ind.

WYMAN, MAL
KALL, Salt Lake City, Utah

WYNN, JOE
In The Wynn Column
KVER, Albuquerque, N. Mex

WYNNE, JIMMIE
Sports Review
WAIR, Winston-Salem, N. C.

—Y—

YATES, CARL
Bowling Reports
WACB, Kittanning, Pa.

YOUNG, BOB
Play By Play
WTTV, Bloomington, Ind.

YOUNG, GEORGE
KAMQ, Amairllo, Tex.

YOUNG, JAY
Sports Review
WERC, Erie, Pa.

YOUNG, ROBERT
Play By Play
WTTS, Bloomington, Ind.

YORK, TOM
Sports Page, Local Sports
WMFT, Florence, Ala.

YOUNG, TOMMY
KWAT, Watertown, S. D.

YOWELL, JOE
World of Sports
KTXL,San Angelo, Tex.

—Z—

ZABEL, JAMES
Sports Editor
WHO, Des Moines, Ia.

ZANE, JOHN
Sports Roundup
WMMW, Meriden, Conn.

ZEANAN, CHARLEY
Time Out For Sports
WSFA, Montgomery, Ala.

ZEGARSKE, ED (GOAT)
WHUB, Cookeville, Tenn.

ZELLNER, BOB
WHLI, Hempstead, L. I.

ZIFF, SID
Sport Section Of The Air
KFWB, Hollywood, Calif.

ZIMMERMAN, PAUL E.
Sports Parade
WMVA, Martinsville, Va.

News Commentators
RADIO AND TELEVISION
—their work during 1949

—A—

ABBE, JAMES
James Abbe Observes The News
KSJO, San Jose, Calif.

ACEVEDO, ANTONIO
Reporter WORA
WORA, Mayaguez, P. R.

AGRONSKY, MARTIN
ABC

AKERS, BOB
KRIC, Beaumont, Tex.

ALAMPI, PHIL
ABC

ALCOTT, CARROLL
WINS, New York, N. Y.

ALDERSON, JOHN
WFBR, Baltimore, Md.

ALISKY, MARVIN
News—Marvin Alisky
KMAC, San Antonio, Tex.

ALEXANDER, OWENS
News
WSAV, Savannah, Ga.

ALLAN, FRANK
KECK, Odessa, Tex.

ALLEN, JOHN
WFAA, Dallas, Tex.

ALLEN, PHIL
KOIL, Omaha, Neb.

ALLEN, ROBERT
WOR, New York, N. Y.

ALLEN, SPENCER
WGN, WGN-TV, Chicago, Ill.

ALLISON, GENE
WISH, Indianapolis, Ind.

ALLWOOD, JAMES L.
WSTS, Southern Pines, N. C.

ALVAREZ, ENRIQUE
Comentarios
WAEL, Mayaguez, P. R.

ALVEREZ, ARTHUR
News Comments
WNBZ, Saranac Lake, N. Y.

ANDREWS, BERT
ABC

ANDREWS, GENE
Preview Of Tomorrow
WVEC, Hampton, Va.

ANDREWS, H. G.
Dispelling The Fog
WARD, Johnstown, Pa.

ANDREWS, M. CARL
Over The Editor's Desk
WDBJ, Roanoke, Va.

ANTHONY, DICK
KDAL, Duluth, Minn.

ANTHONY, LEE
Community News
WTAD, Quincy, Ill.

ARMSTRONG, KEN
News With Ken Armstrong
WKBZ, Muskegon, Mich.

ARTHUR, BILLY
WJNC, Jacksonville, N. C.

ARTHUR, BOB
KFH, Wichita, Kans.

ARVIN, RAY
Commentary
WREN, Topeka, Kans.

ASHLEY, CHARLES
CBS

—B—

BAGDASARIAN, ALBERT
Behind the News
WNBZ, Saranac Lake, N. Y.

BAKER, ALBERT S.
ASB Reports
WKXL, Concord, N. H.

BAKER, ART
Art Baker's Note Book, ABC

BAKER, FRANK
WALA, Mobile, Ala.

Newscaster

"6 O'Clock News" . . WNBC
(for Italian Swiss Colony Wine)

"11 O'Clock News" . . WNBC
(for Shell Oil Co.)

Announcer

"When A Girl Marries"
(NBC)
(for General Foods)

Westinghouse Film Commercials

UNIVERSAL PICTURES

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KENNETH BANGHART

BAKER, GEORGE M.
WKBW Buffalo, N. Y.
BALLINGER, KENNETH
Local News
WTAL Tallahassee, Fla.
BANCROFT, GRIFFING
CBS

BANGHART, KENNETH
Six O'Clock News, Eleven O'Clock News, WNBC; When A Girl Marries, Who Said That, NBC, WNBT; Universal Pictures, Westinghouse Film Commercials.

BANKS, DAVE
Dixie Doings
WDXI, Jackson, Tenn.
BARNES, VIC
News
WCFL, Chicago, Ill.
BARNETT, MELVIN F.
WLOH, Princeton, W. Va.
BARRY, ALICE
Today's World
KEPO, El Paso, Tex.
BARTELL, PAUL
WFOX, Milwaukee, Wis.
BARTON, DALE
KIOA, Des Moines, Ia.
BAUKHAGE, H. R.
ABC
BAXTER, FRANK
WSSB, Durham, N. C.
BAXTER, LIONEL
WAPI News
WAPI, Birmingham, Ala.
Headlines From the News
WAFM-TV, Birmingham, Ala.
BEALL, JACK
ABC
BEATTY, HARLAN
KBRL, McCook, Nebr.
BEATTY, MORGAN
News of the World; NBC
BEAUPRE, BOB
Local News
WJOY, Burlington, Vt.
BECK, JACK
CBS
BEDELL, FORREST
Local News
WFRC, Reidsville, N. C.
BEHNER, DICK
KCLO, Leavenworth, Kans.
BELKNAP, JAZZ
Town Crier
KMVI, Wailuku, Maui, T. H.
BELL, DON
KWHK, Hutchinson, Kans.
BELL, RIDLEY
Ridley Bell
WGBA, Columbus, Ga.
BELLINGER, STEVE
News & Views
WTCJ, Tell City, Ind.
BENES, J. W.
KCOY, Santa Maria, Calif.
BENTLEY, JULIAN
CBS
BENTLEY, THOMAS W.
WAVZ, New Haven, Conn.
BERKOWITZ, MILT
WONS, Hartford, Conn.
BERNHARD, JOHN E.
Town Topics
WFOY, St. Augustine, Fla.
BIDDLE, DICK
WJRD, Tuscaloosa, Ala.
BILLINGSLEY, BILL
WTOB, Winston-Salem, N. C.
BILLS, JOHN T.
WQAM, Miami, Fla.
BLACK, RUSSELL
WNJR, Newark, N. J.
BLACKBURN, SAM
Blackburn Views The News
KVSO, Ardmore, Okla.
BLECKLEY, W. JOHN
News In Review
WJMR, New Orleans, La.
BLIZZARD, LOUIS C.
World Round Up Of News
WMSL, Decatur, Ala.
BOGARTE, HOWARD
WFAA Dallas, Tex.
BOHEN, W. F.
Round The Town
WHEN, Syracuse, N. Y.
BOLTON, PAUL
Straight Texas
KTBC, Austin, Tex.
BORNE, GLADYS
News Thru The Eyes Of A Woman
WISR, Butler, Pa
BOSWORTH, BOB
WDOD, Chattanooga, Tenn.
BOURGHOLTZER, FRANK
White House Correspondent
WRC, Washington, D. C.
BOWERS, BILL
KTTS, Springfield, Mo.
BOWMAN, ED
4-Bell News, Night Special
WEEK, Peoria, Ill.
BOWSER, BEN
WACB, Kittanning, Pa.
BOYD, DR. WILLIAM
Bill Boyd Edits The News
WERD, Atlanta, Ga.
BRAKEN, WILLIAM
News At 6
WVVW, Fairmont, W. Va.
BREEDIN, J. K.
S. C. News
WFIG, Sumter, S. C.
BREEN, EDWARD
KVFD, Fort Dodge, Ia.
BRIDGE, BILL
WACB, Kittanning, Pa.
BRINKLEY, DAVID
Today In The News
WRC, Washington, D. C
Washington Newsreel,
WNBW, Washington, D. C
BROCKWAY, JACK
KDAL, Duluth, Minn.
BRYAN, GEORGE
WCBS, New York, N. Y.
BROOKS, CLIFF
Our Town
WGBF, Evansville, Ind.
BROOKS, ED
World In Revue, Today's News
WBBB, Burlington, N. C.
BROOKS, NED
Sunoco Three Star Extra; NBC
BROOKS, TOM
Douglas News
KAWT, Douglas, Ariz.
BROPHY, JAMES FRED
Brophy And The News
WHIO-TV, Dayton, O.
BROWN, A. B., JR.
Noon News Review
WGWR, Asheboro, N. C.
BROWN, CLIFF
KRIO, McAllen, Tex.
BROWN, FRANK R.
Frank Brown Reporting
KTIP, Porterville, Calif.
BROWN, HERBERT
News In English
WKAQ, San Juan, P. R.
BROWN, LEONARD
Headlines Around the World
KTW, Seattle, Wash.
BROWN, ROBERT
WASL, Annapolis, Md.
BROWNELL, JIM
Between the Lines
WKDK, Newberry,. S. C.
BROWNING, ROBERT
Local News
WKNY, Kingston, N. Y.
BRUCE, DONALD
WIRE, Indianapolis, Ind.
BURDA, ORVILLE F.
Background of News
KDIX, Dickinson, N. Dak.
BURDETT, WINSTON
CBS
BURKE, J. FRANK
Editor of the Air
KFVD, Los Angeles, Calif.
BURKE, MERLE
Hilights From Headlines
WLPO, La Salle, Ill.
BURLINGAME, BOB
KIOA, Des Moines, Ia.
BURNS, BILL
KQV, Pittsburgh, Pa.
BURNS, JOE
WNHC, New Haven, Conn.
BURT, BILL
Local News
WJEL, Springfield, O.
BURTON, ROBERT C.
KSPI, Stillwater, Okla.
BURYL, JIM
WBEL, Beloit, Wis.
BUTT, KINGSLEY
World News
WIRA, Fort Pierce, Fla.
BUTTON, DAVE
This Is David
KSVP, Artesia, N. Mex.
BUTZ, BOB
Last Week In Boulder
KBOL, Boulder, Colo.
BYERS, MARVIN G.
KOCO, Salem, Ore.
BYRON, JAMES A.
WBAP, Fort Worth, Tex.

—C—

CADDELL, RAYMOND
Raymond Caddell And The News
WHSC, Hartsville, S. C.
CADE, MARVIN
WJW, Cleveland, O.
CAIN, NICK
KOMW, Omak, Wash.
CALDWELL, LARRY
WKIN, Kittanning, Pa.
CALHOUN, ALLSTON
Americanism Preferred
WBBQ, Augusta, Ga.
CALLAWAY, JIM
WBAP-TV, Fort Worth, Tex.
CALMER, NED
CBS
CALVIN, HAROLD
WMAH, Hamilton, O.
CAMERON, JIM
WSOO, Sault Ste Marie, Mich.
CAMPBELL, DAN
Campbell Calling
WMOH, Hamilton, O.
CAMPBELL, DAVE
WAPI News
WAPI, Birmingham, Ala.
CAMPBELL, DICK
KOME, Tulsa, Okla.
CAMPBELL, JOE
KGKB, Tyler, Tex.
CANNADY, WILLIAM H.
News Behind The Headlines
WJMO, Clevelond, O.
CARDENAS, SALVADOR
KURV, Edinburg, Tex.
CARLIN, BOB
WOWO, Fort Wayne, Ind.

CARLSON, J. RALPH
Kendall News
WJTN, Jamestown, N. Y.
CARLTON, PETER
Peter Carlton Time
WRCS, Ahoskie, N. C.
CASE, GEORGE T.
Six PM News
WNAO, Raleigh, N. C.
CATON, EARL
Coker News Time
WHSC, Hartsville, S. C.
CEDERBERG, C.
WWJ, Detroit, Mich.
CHAMBERLAIN, HOWARD
World Front
WLW, WLW-T, Cincinnati, O.
CHAPEL, JOHN K.
KROW, Oakland, Calif.
CHAPLIN, W. W.
Report on America; NBC
CHASE, HAL E.
Noon News
KAST, Astoria, Ore.
CHASE, MILTON
World Front
WLW, Cincinnati, O.
CHILDS, RALPH
KMA, Shenendoah, Ia.
CHRISTIE, GEORGE
The Old Crusader
WFEA, Manchester, N. H.
CHRISTOPHERSON, C. A.
KISD, Sioux Falls, S. Dak.
CLARE, VAL
CKLW, Detroit, Mich.
CLARK, DALE
WAGA, Atlanta, Ga.
CLARK, HARRY
WCBS, New York, N. Y.
CLARK, RAY
WOW, WOW-TV, Omaha, Neb.
CLAUSSEN, GENE
KXIC Iowa City, Ia.
CLAYTON, GENE
News At Six
WTMV, East St. Louis, Ill.
CLAYTON, ROBERT
WJAS, Pittsburgh, Pa.
CLEARY, JOSEPH M.
WESB, Bradford, Pa.
CLIFFORD, JACK
Local News
KRLC, Lewiston, Ida.
CLOSE, UPTON
Upton Close Commentary
KWKW, Pasadena, Calif.
CLOSE, UPTON
Washington Watch
WEAM, Arlington, Va.
COBB, "TY"
KRGV, Weslaco, Tex.
COBB, WILTON
Dinner Bell News
WMAZ, Macon, Ga.
COGGGINS, JAMES F.
U. S Today
WKDK, Newsberry, S. C.
COHN, MORTON
GE News
WCHS, Charleston, W. Va.
COLEMAN, BOB
WKIN, Kittanning, Pa.
COLEMAN, DOROTHY
Mainly For Women
WMMW, Meriden, Conn.
COLEY, LEM
WRFS, Alexander City, Ala.
COLLINGWOOD, CHARLES
Peop'es Platform, CBS-TV;
News of the World Tonight, Collingwood's Analysis, CBS
COMBS, GEORGE HAMILTON, JR.
Editorial Slant on The News; 12 O'Clock News, WMGM.
COMPTON, GEORGE C.
DX News, News Of Tomorrow, Petroleum On Parade
WJPS, Evansville, Ind.
COMPTON, WALTER
WTTG, Washington, D. C.
CONAWAY, RAY
The Temple Story
KTHT, Houston, Tex.
CONEY, LEE
WLCS, Baton Rouge, La.
CONNOR, RALPH
City Journal
KVOR, Colorado Springs, Colo.
COOK, BILL
KWRO, Coquille, Ore.
COOK, MILT
KMJ Fresno, Calif.
COOMBS, JACK
WRIF, Providence, R. I.
COOPER, MADGE
Women's Side of the News
WMRN, Marion, O.
CORDELL, ANN
Column Of The Air
KELD, El Dorado, Ark.
CONDON, GLENN
Condon Views The News
KTVL, Tulsa, Okla.
CORBETT, BAYLISS
WFDF, Flint, Mich.
COSTELLO, BILL
CBS



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BAKER

"ART BAKER'S NOTE BOOK"

in its 12th Year

ABC-Coast to Coast

10:45 A.M. P.S.T. 1:45 P.M. E.S.T.

COSTIGAN, TOM
WNJR, Newark, N. J.
COSTON, MONROE
Texas Edition
KCLW, Hamilton, Tex.
CRABB, ROBERT
Noon News, 8:15 AM News
KROX, Crookston, Minn.
CRAIG, CHARLEY
KODY, North Platte, Neb.
CRAIGEN, JIM
WDIA, Memphis, Tenn.
CRANE, BEN
KXIC, Iowa City, Ia.
CRAWFORD, SAM
KGY, Olympia, Wash.
CRONKITE, WALTER
Washington Correspondent
KFRM, KMBC, Kansas City, Mo.
Iowa Report, Report To You
WMT, Cedar Rapids, Ia.
CRUTCHER, JACK
Noon News
KTOP, Topeka, Kans.
CURRAN, LARRY
WLBE, Leesburg, Fla.
CUSHING, GEORGE W.
In Our Opinion
WJR, Detroit, Mich.
CUSHMORE, GRANT TAYLOR
ABC

—D—

DAHLVIG, JOSEPH
Noon News Time
WLDY, Ladysmith, Wis.
DALEY, HARTWELL
WALE, Fall River, Mass.
DALTON, HAMILTON
The Town Crier
WPEN, Philadelphia, Pa.
DALTON, KENNETH G.
990 Commentator
WBET, Brockton, Mass.
DALY, HARTWELL
Newport Newsreel
WRJM, Newport, R. I.
DALY, JOHN
CBS
DANCEY, CHARLES
Bulletin Board, It Happened Here
WSIV, Pekin, Ill.
DAVIDSON, MEADE
News Analysis
WWRL, Woodside, N. Y.
DAVIS, CLYDE C.
Morning Headlines
WAYX, Waycross, Ga.
DAVIS, ELMER
ABC
DAVIS, EMORY
Negro In The News
WBOW, Terre Haute, Ind.
DAVIS, GARY
Noon News
WMFR, High Point, N. C.
DAVIS, KEW
KFH, Wichita, Kans.
DAVIS, REX
CBS
DAVIS, ROBERT E.
Report To The Valley
KSRV, Ontario, Ore.
DAVIS, VERNON
Local News
WJEJ, Hagerstown, Md.
DAY, JOHN
World News Roundup
WHDH, Boston, Mass.
DEANE, JERRY
KXEL, Waterloo, Ia.
DEBNAM, W. E.
Debnam Views The News
WPTF, Raleigh, N. C.
DECKER, BEN
Lake Worth News
WIRK, West Palm Beach, Fla.
DELANEY, BOB
WJNO, West Palm Beach, Fla.
DENNIS, GENE W.
KWHN, Fort Smith, Ark.
DETWEILER, C. NORMAN
The Local Scene
WBUX, Doylestown, Pa.
DEWART, JAMES
Local News Roundup
WERC, Erie, Pa.
DeYOANNES, AMUNDO
WHLB, Virginia, Minn.
DICKSON, W. J.
KRIO, McAllen, Tex.
DILLABER, MAYNARD
Local News
WMVA, Martinsville, Va.
DIXON, STANLEY
WMOH, Hamilton, O.
DOOLITTLE, LEW
As I See It
WCMB, Lemoyne, Pa.
DOTY, LOCKWOOD
World News Roundup; NBC
DOWNEY, J. A.
Headline Parade
KOCS, Ontario, Calif.
DOWNS, BILL
CBS
DRAKE, GEORGE
George Drake Citizen
WDOS, Oneonta, N. Y.
DRAKE, JACK
This Is Lawton
KSWO, Lawton, Okla.
DREIER, ALEX
Alex Dreier Commentary; NBC
DREIER, ALEX
Skelly News
WMAQ, Chicago, Ill.
DREW, AL
Citizens Bank And Trust Co., 6:15 Local Roundup
WCBT, Roanoke Rapids, N. C.
DUNBAR, DR. WILLIS F.
WJEF, Grand Rapids, WKZO, Kalamazoo, Mich.
DUNNAVANT, BOB
It Happened During The Week
WJMW, Athens, Ala.
DUKE, KEN
News of Tex. on the local scene and national
KDDD, Dumas, Tex.
DURAND, MANOLO
Radio-Imparcial
WITA, Santurce, P. R.
DURSO, JOSEPH
WINS, New York, N. Y.

—E—

EASTMAN, BOB
Home Folks Reporter
KOMA, Oklahoma City, Okla.
EATON, LOU
KTUC, Tucson, Ariz.
EATON, RICHARD
WOOK, Silver Spring, Md.
EBEL, WALTER
KWFC, Hot Springs, Ark.
EDGAR, JAMES
Otter News
KGDE, Fergus Falls, Minn.
EDWARDS, A. F.
World Affairs
KWFT, Wichita Falls, Tex.
EDWARDS, CURTIS
Dinner News
WTCN, Minneapolis, Minn.
EDWARDS, DOUGLAS
CBS, CBS-TV
EDWARDS, JOHN
ABC
EDWARDS, ROSS
City Desk
WCHS, Charleston, W. Va.
EDWARDS, TOM
KECK, Odessa, Tex.
EDNEY, GRADY
KCBQ Commentary
KCBQ, San Diego, Calif.
EICHORN, FRED
KXL, Portland, Ore.
EID, LEIF
Pro and Con; World News Roundup; NBC
EKINS, H. R.
Ekins Views The News
WKRT, Cortland, N. Y.
ELDON, POLLY
Polly's Patter
WSTP, Salisbury, N. C.
ELLINGSON, MAURICE
Farm Newstime
KDIX, Dickinson, N. Dak.
ELLIOTT, CHUCK
WMGY, Montgomery, Ala.
ELLIOTT, WILLIAM
Bill Elliot Reporting
WLIZ, Bridgeport, Conn.
ELLSWORTH, BOB
Shell News Digest
WXKW, Albany, N. Y.
EMBER, DR. GEORGE
Under Capitol Dome
KSEM, Moses Lake, Wash.
ERK, E. CHRISTY
Survey Of The News
WBRY, Waterbury, Conn.
ESTRELLA, BLANCA
Latin-American News
WIOD, Miami, Fla.
EVANS, CLYDE W.
WDZ, Decatur, Ill.
EVJUE, WILLIAM T.
WEMP, Milwaukee, Wis.

—F—

FAHEY, JACK
KGA, Spokane, Wash.
FALER, DICK
10 PM News
WTAD, Quincy, Ill.
FALGE, O. J.
O. J. Falge News Time
WLDY, Ladysmith, Wis.
FALK, EDWIN L.
KWWL, Waterloo, Ia.
FALTA, JOSEF
Czech Breakfast
WEDC, Chicago, Ill.
FARMER, HELEN
News Of Macon
WMAZ, Macon, Ga.
FARMER, JOHN
KFRM, KMBC, Kansas City, Mo.
FARQUHAR, WALTER
Review And Preview
WPAM, Pottsville, Pa.
FELSHER, ARNOLD
WBVP, Beaver Falls, Pa.
FERMAINTT, P. R.
Momento Politico
WAEL, Mayaguez, P. R.
FERN, C. J.
From Where I Sit
KTOH, Lihue, Kauai, T. H.
FERRIL, GLENN
World Highlights
WTYS, Marianna, Fla.
FINLEY, ELMER
Home Edition
WLBJ, Bowling Green, Ky.

FIRST, WESLEY
WICU, Erie, Pa.
FLEISHER, NATHAN
WDAS, Philadelphia, Pa.
FLEMING, JAMES
Report on Europe; Voices and Events; NBC
FLEMING, JOHN
Byline—John Fleming
WHOO, Orlando, Fla.
FLETCHER, WILLIAM, PHD
Between The Lines
WARE, Ware, Mass.
FLYNN, PAT
The Mad Irishman
KFDA, Amarillo, Tex.
FLYNN, ROBIN
KHQ, Spokane, Wash.
FOGARTY, JACK
WCPO-TV, Cincinnati, O.
FOGARTY, JACK
WCPO, Cincinnati, O.
FORBES, GILBERT
TeleNews, Beat The Press
WFBM-TV, Indianapolis, Ind.
FORD, JOHN
John Ford News
WTCN, Minneapolis, Minn.
FORREST, JOHN
KOL World News
KOL, Seattle, Wash.
FORREST, W.
One Man's Opinion
WGNY, Newburgh, N. Y.
FOSTER, HOMER
WSOO, Sault Ste Marie, Mich.
FOX, BILL
WPTW, Piqua, O.
FOX, GARRY
Top Of The News
KROX, Crookston, Minn.
FRANCE, MARTIN
WAEB, Allentown, Pa.
FRANCES, AL
WHBC, Canton, O.
FRANK, BOB
6:15 News
WOC, Davenport, Ia.
FRANK, PAUL
Early Edition
WHKC, Columbus, O.
FRANK, WILLIAM P.
Around The Town
WILM, Wilmington, Del.

FRASER, GORDON
B. Feb. 4, 1908, Lawrence, Mass.; United Nations Highlights; U. N. Correspondent for Headline Edition; Nancy Craig; Gordon Fraser, WJZ; U. S. Steel Theater Guild; Ford Sunday Evening Hour; Woman of Tomorrow, ABC; News & Views, ABC-TV.

FREDERICK, PAULINE
ABC
FREDRICKSON, CARL
WNHC, New Haven, Conn.
FREEDMAN, MORRIE
KFGO, Fargo, N. Dak.
FREELAND, BOB
KOTV, Tulsa, Okla.
FREEMAN, VERN
WALA, Mobile, Ala.
FRENCH, PETE
5:30 News, 10::00 PM News
WHAS, Louisville, Ky.
FROGGE, JOHN
News Of Nassau
WGBB, Freeport, N. Y.
FROMME, GALEN
WBAL, WBAL-TV, Baltimore, Md.
FROST, FRANK
KGAR, Garden City, Kans.
FRYE, J. ALLEN
Hub City Hubbub
KBKI, Alice, Tex.
FULDHEIM, DOROTHY
Views On The News
WEWS, Cleveland, O.
FURMAN, R. W.
This Day, 1950
WMAP, Monroe, N. C.
FURNISS, WALTER
Cruise For News
WCOL, Columbus, O.

—G—

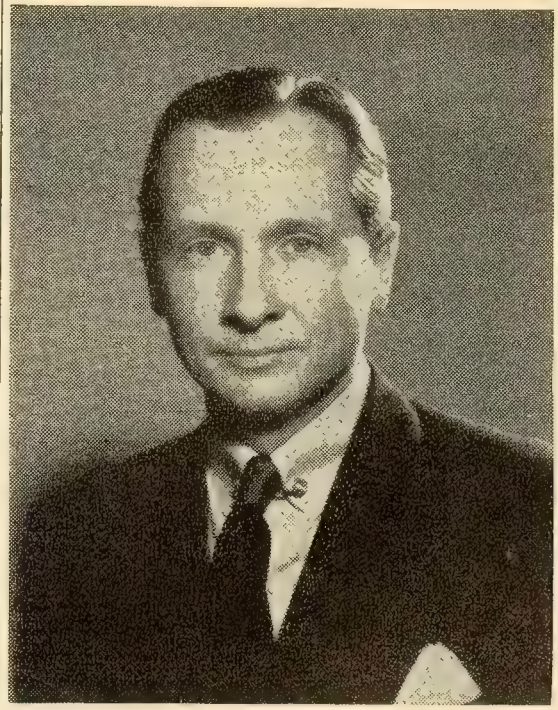
GAETH, ARTHUR
ABC
Gallagher, Frank
WILM, Wilmington, Del.
GAMMACK, GORDON
KRNT, Des Moines, Ia.
GAMMELL, SERENO
Sereno Gammell And The News
WTHT, Hartford, Conn.
GARDINER, DONALD
ABC
GARNER, J. E.
Editorial Of Air
KFPW, Fort Smith, Ark.

GARRED, BOB
B. March 15, 1915, Washington; Bob Garred News, ABC; Bob Garred News for Peter Paul, CBS.

LOUELLA PARSONS

ABC Network

EVERY SUNDAY 9:15 P. M., EST.



JOHN CAMERON SWAYZE
COMMENTATOR
CAMEL NEWS CARAVAN
N.B.C.-TV Mon. Thru Fri. 7:45 P.M.
"WHO SAID THAT" PANEL EXPERT
N.B.C.-TV Mon. 10:30 P.M.

GARRETSON, JOSEPH
Joseph Garretson And The News
WSAI, Cincinnati, O.
GARRET, JIM
News Roundup
WMFT, Florence, Ala.
GARRISON, JOHN
WFUN, Huntsville, Ala.
GAVITT, RICHARD
KANS, Wichita, Kans.
GAY, EUSTACE
WHAT, Philadelphia, Pa.
GEARHART, NICK
KTBS, Shreveport, La.
GEORGE, A. H.
Rapid Chevrolet News, Milwaukee Road News
KOTA, Rapid City, S. Dak.
GERRETSON, ED
Your Farm Bureau
WRFD, Worthington, O.
GIANARIS, HARRY
6:45 News
WHAN, Charleston, S. C.
GIBSON, RILEY
Valley Viewpoint
KXO, El Centro, Calif.
GIFFORD, ROBERT
National News
WNDR, Syracuse, N. Y.
GILLIGAN, ROY E.
WNOP, Newport, Ky.
GILLIS, BUD
Double In The News
WHKC, Columbus, O.
GILREATH, H. C.
Southern News
WVOP, Vidalia, Ga.
GINGELL, GEORGE
State Of The Nation
WRBL, Columbus, Ga.
GIVNEY, JOHN J.
Capitol Hill Reporter
WTRY, Troy, N. Y.
GLADDING, ALBERT
York Journal Of The Air
WNOW, York, Pa.
GODDARD, DON
WINS, New York, N. Y.
GODWIN, EARL
News of the World; NBC
GODWIN, EARL
The Earl Godwin Show
WRC, Washington, D. C.
GONIA, ROMAN
Gonia Reviews News
WIDY, Ladysmith, Wis.
GOODYEAR, ARTHUR N.
WKNE, Keene, N. H.

GOSS, FRANK
(See Announcers).

GOW, GEORGE
KANS, Wichita, Kans.
GRAHAM, GORDON
WIBC, Indianapolis, Ind.
GRANT, PETER
Peter Grant News
WLW, WLW-T, Cincinnati, O.
GRAU, PHIL
WEMP, Milwaukee, Wis.
GRAY, BARRY
WMIE, Miami, Fla.
GRAY, BOB
Editorially Speaking
WFNC, Fayetteville, N. C.
GRAY, BOB
KXYZ, Houston, Tex.
GRAY, CARL
WDLP, Panama City, Fla.
GRAY, CHARLES W.
Portsmouth News Editor
WHEB, Portsmouth, N. H.
GREEN, H. E.
News And Interviews
KFKA, Greeley, Colo.
GREENWOOD, ROBERT E.
Robert E. Greenwood Commentary
WEIM, Fitchburg, Mass.
GREGORY, GREG
KECK, Odessa, Tex.
GREUP, ERNST
World Wide News Roundup
WDUK, Durham, N. C.
GRIBBEN, PAUL
KOY, Phoenix, Ariz.
GRIFFIN, MICHAEL
The News And You
WBAY, Green Bay, Wis.
GRIFFITHS, BILL
KOL World News
KOL, Seattle, Wash.
GRUM, GEORGE
WCCO, Minneapolis, Minn.
GROSS, DON
Town Topics
WAYX, Waycross, Ga.
GROSS, LOUIS
WHAT, Philadelphia, Pa.
GUINAN, JACK
WSCR Newsroom
WSCR, Scranton, Pa.
GUTHRIE, DAVID
UN Reporter
WGPA, Bethlehem, Pa.

—H—

HAAS, DODIE
WHWL, Nanticoke, Pa.
HAEBERLE, MRS. ROBERT
Shelburne Falls News
WHAI, Greenfield, Mass.
HAGEMAN, HAROLD
8:30 News
WADC, Akron, O.
HALE, DR. WILLIAM J.
Between The Lines
WWST, Wooster, O.
HALL, GEORGE
Newsreel
WFRC, Reidsville, N. C.
HALTERMAN, KENNETH
Local News Roundup
WHHH, Warren, O.
HAMILTON, BILL
News
WCFL, Chicago, Ill.
HAMILTON, KEN
U. P. Commentary
WEBQ, Harrisburg, Ill.
HAMNSTON, NORMAN
WASL, Annapolis, Md.
HAMRICK, TOM
The Hamrick Scene
WPAL, Charleston, S. C.
HANSEN, RICHARD L.
WKTY, LaCrosse, Wis.
HANSSON, PETER
WIZE, Springfield, O.
HARDING, HOWARD
6:15 News
KBMY, Billings, Mont.
HARDY, OTIS
WPAG, Ann Arbor, Mich.
HARGIS, DAVE
KGBX, Springfield, Mo.
HARKNESS, RICHARD
Richard Harkness Commentary; The United States in World Affairs; NBC
HARLAN, HAL
KDLK, Del Rio, Tex.
HARMONSON, KENNETH
Religion in the Headlines
KTW, Seattle, Wash.
HARP, JOE
Local News
WJEJ, Hagerstown, Md.
HARPEL, BILL
KMPC, Los Angeles, Calif.
HARRINGTON, JOHN
9:15 News
KTAR, Phoenix, Ariz.
HARRISON, BOB
Local News
WHNC, Henderson, N. C.
HARRISON, WALTER M.
Skipper's Day Book
KTOW, Oklahoma City, Okla.
HART, DON
WSNJ, Bridgeton, N. J.
HARTER, DR. D. LINCOLN
WPWA, Chester, Pa.
HARTLEY, KEN
WHB, Kansas City, Mo.
HARVEY, PAUL
WENR, Chicago, Ill.
HASKINS, JACK
WDUN, Gainesville, Ga.
HASLER, JOE
Evening News Roundup
KBIX, Muskogee, Okla.
HASSING, DOUG
WMGY, Montgomery, Ala.
HAUGNER, AL
WTTH, Port Huron, Mich.
HAUSEMAN, JACK
San Diego Headlines
KGB, San Diego, Calif.
HAYES, SAM
Sam Hayes News; NBC
HAYNES, JERRY
News Of The World
KIXL, Dallas, Tex.
HEAD, IVAN R.
Ivan Head And The News
KVSP, Sante Fe, N. Mex.
HEALEY, JIM
Different News
WOKO, Albany, N. Y.

HEATTER, GABRIEL
Behind the Front Page, Heatter's Mailbag.

HELMS, JESSE
News Of Raleigh
WRAL, Raleigh, N. C.
HENLE, RAY
Sunoco Three Star Extra
NBC
HENRY, FRED
KLAC, Hollywood, Calif.
HERRIN, BOB
Behind the World News
KIRX, Kirksville, Mo.
HERSON, BILL
Coffee in Washington
NBC
HESS, CLYDE
Clyde Hess—News Analyst
WTAG, Worcester, Mass.
HESSLER, WILLIAM
Voice of Enquirer
WLW-T, Cincinnati, O.
HICKS, GEORGE
George Hicks Commentary, NBC Summer Symphony, The Theater Guild on the Air
NBC
HIGGENBOTHAM, JERRY
KMJ, Fresno, Calif.
HILL, BOB
News And Views
KSGM, Ste. Genevieve, Mo.
HILL, LILLARD
WBAP-TV, Fort Worth, Tex.
HILTON, CHUCK
KGLO, Mason City, Ia.
HINES, LINDLEY
KMOX, St. Louis, Mo.
HINN, MICHAEL
WISC, Madison, Wis.

HINSHAW, FRED MOORE
WLBC, Muncie, Ind.
HOARD, BILL
RFD 560
KPQ, Wenatchee, Wash.
HOFF, MRS. OLAF, JR.
Turners Falls Newspaper Of The Air
WHAI, Greenfield, Mass.
HOFFMAN, GENE
KXIC, Iowa City, Ia.
HOLCOMB, GRANT
CBS
HOLLENBECK, DON
CBS
HOLMAN, AL
WALA, Mobile, Ala.
HOLMES, ROBERT
Speaking Of News
WWNH, Rochester, N. H.
HOLMQUIST, HARRY
Listener's Digest
KDB, Santa Barbara, Calif.
HOOD, W. P.
Bill Hood And The News
KFDX, Wichita Falls, Tex.
HOOKER, JOSEPH
Breakfast Table News
WGRD, Grand Rapids, Mich.
HOOLEY, JACK
WHAM, Rochester, N. Y.
HOPKINS, BILL
Norge News
WKNA, Charleston, W. Va.
HOTTELET, RICHARD C.
CBS
HOWARD, DON
KDLK, Del Rio, Tex.
HOWARD, PAUL
Talk Of The Town
WOKO, Albany, N. Y.
HOWE, QUINCY
WCBS-TV, New York, N. Y.
HOWELL, REX
Radiotorial
KFXJ, Grand Junction, Colo.
HOY, FRANK S.
What Do You Think
WLAM, Lewiston, Me.
HUBBS, FRANK
WAYS, Charlotte, N. C.
HUEY, LOIS
On The Avenue
WJSW, Altoona, Pa.
HUMBERT, BILL
Humbert Views the News
KVMA, Magnolia, Ark.
HURLBUT, JIM
Reporters-At Large
WMAQ, Chicago, Ill.
Jim Hurlbut's Feature Stories
WNBQ, Chicago, Ill.
HURLEIGH, ROBERT F.
WGN, Chicago, Ill.
HUTTON, GORDON
KXGN, Glendive, Mont.

— I —

INGSTAD, BOB
KOVC, Valley City, N. Dak.
IZZARD, WES
KGNC, Amarillo, Tex.

— J —

JACKSON, ALLAN
CBS
JAFFE, SYD
WNHC-TV, New Haven, Conn.
JAMES, GLEN
WHBL, Sheboygan, Wis.
JAMES, OWEN
ABC, ABC-TV
JANES, DOLPH
KORE, Eugene, Ore.
JARRELL, MRS, W. W.
Opinions On The News
WKTG, Thomasville, Ga.
JAY, HARRY
Plezol News
WLOK, Lima, O.
JE CLOS, JEAN
A Close Look At The News
WKLO, Louisville, Ky.
JEFFRIES, ALLEN
WIRE, Indianapolis, Ind.
JEFFERIES, MORGAN
KEVT, Kerrville, Tex.
JENCKS, HUGH
Preview Of The News
KVGB, Great Bend, Kans.
JENKINS, BUDDY
Strafford City News
WWNH, Rochester, N. H.
JERDE, O. J.
Northern States News
KFAM, St. Cloud, Minn.
JOHNSON, BENNY
KDLK, Del Rio, Tex.
JOHNSON, RICHAR D
WBML, Macon, Ga.
JOHNSTON, JIM
WIRL, Peoria, Ill.
6:15 News
JONES, TOM
WRFS, Alexander City, Ala.
JOURNEAY, TOM
KPLC, Lake Charles, La.
JOYCE, BILL
WJTN, Jamestown, N. Y.

— K —

KADAVY, DALE
KSWI, Council Bluffs, Ia.



WALTER KIERNAN
Daily: 6:30-6:55 • 7:15-7:55 a.m.
W J Z
"One Man's Opinion"
12:25-12:30 p.m.
A B C

Sidney Walton's

"Inside News"
Coast to Coast via MBS
Sunday—1 p.m., EST
★
Commentator
MGM Newsreel
"News Of The Day"

Radio Registry

KALTENBORN, H. V.
H. V. Kaltenborn News Commentary
NBC
KAUFMAN, ROBERT
Local News
WISR, Butler, Pa.
KAUFMAN, LOUIS L.
WCAE, Pittsburgh, Pa.
KAYSER, CARL
Local News
KTLW, Texas City, Tex.
KEARL, WAYNE
7 A.M. World News
KSL, Salt Lake City, Utah
KEATING, KENNETH B.
WHEC, Rochester, N. Y.
KEDDIE, HOWARD
Home On The Ranch
KCBQ, San Diego, Calif.
KELLEY, DICK
Local News
WJEC, Hagerstown, Md.
KELLY, EARL
WWNY, Watertown, N. Y.
KELLY, GEORGE
Editor Speaks
WETB, Johnson City, Tenn.
KEMP, WILLIAM
Editor's Uneasy Chair
KVER, Albuquerque, N. Mex.
KENAN, DAN
KMBG, Okmulgee, Okla.
KENDRICK, ALEXANDER
CBS
KENNEDY, DON
WBVP, Beaver Falls, Pa.
KEPLINGER, DICK
KXA, Seattle, Wash.
KERLIN, J. C.
What Goes On Here
WGBF, Evansville, Ind.
KESSLER, DAVID E.
WHAM, Rochester, N. Y.
KESSLER, DAVID E.
WHAM-TV, Rochester, N. Y.
KEW, KEN
KGLO, Mason City, Ia.
KEYS, FRANK
WANE, Fort Wayne, Ind.

KIERNAN, WALTER
Kiernan's Korner, ABC; Columnist, N. Y. Mirror.

KILLICK, L. F.
Vermont News Roundup
WCAX, Burlington, Vt.
KING, CY
A. M. & A. Time
WEBR, Buffalo, N. Y.
KINGSLEY, PAUL
Noon News
WKAT, Miami Beach, Fla.
KIRKPATRICK, FRANK
WMAW, Milwaukee, Wis.
KITTELL, CLYDE
Clyde Kittell News
NBC
KLINE, ERNEST P.
WKIN, Kittanning, Pa.
KNAUSS, ZANE
News In A Nutshell
WMGW, Meadville, Pa.
KNELL, JACK
News Digest
WBT, KBTX, Charlotte, N. C.
KNOX, JAMES H.
Your World Today
WDLF, DeLand, Fla.
KORNS, WILLIAM
Item Pix
WDSU-TV, New Orleans, La.
KRAFT, RANDY
RCA Victor TV Newsreel
WFIL-TV, Philadelphia, Pa.
KREGLOH, HUBERT W.
Understand The Peace
WSPR, Springfield, Mass.
KROUGH, BILL
6 O'Clock Hi'lines
WGLN, Glens Falls, N. Y.
KRUEGER, BILL
KDAL, Duluth, Minn.
KUREN, VAN, JAMES
CKLW, Detroit, Mich.
KUTZ, EDWARD C.
WSPD, Toledo, O.

—L—

LaBARRON, WARREN
WTTH, Port Huron, Mich.
LAIRD, STEPHEN
CBS
LAKEY, MARY ALICE
Local And Regional News
KOGT, Orange, Tex.
LAND, ALLAN
Newsreel Theater, Blintz Bros. News, Noon News
WHIZ, Zanesville, O.
LANDIS, MEADE
WSNJ, Bridgeton, N. J.
LA ROUCHE, LARRY
Inside The News
KVER, Albuquerque, N. Mex.
LASSETTER, NORMAN
News Commentary
WFGN, Gaffney, S. C.
LATHAM, JACK
ABC, ABC-TV
LAZELL, J. ARTHUR
WNAR, Norristown, Pa.
LEBRON, OSCAR
Deportes
WAEL, Mayaguez, P. R.
LECIUS, EDWARD
WOTW, Nashua, N. H.
LEE, DAVE
News Today
WKJG, Fort Wayne, Ind.
LEE, LYLE
Shell Reporter
WLOK, Lima, O.
LESLIE, JOHN
WDGY, Minneapolis, Minn.
LESTER, BILL
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KOY, Phoenix, Ariz.
LESUEUR, LARRY
CBS
LEWIS, ERVIN
WLS, Chicago, Ill.
LEWIE, GENE
Telenewsreel
WELL-TV, Houston, Tex.
LEWIN, RICHMAN
Noon News
KSEL, Lubbock, Tex.
LINDSAY, JEAN
WCHV, Charlottesville, Va.
LITTLEHALES, E. W.
Owl News
KAST, Astoria, Ore.
LLOYD, RHONA
WPWA, Chester, Pa.
LOHMAN, PHILIP H.
An Economist Views The News
WJOY, Burlington, Vt.
LONG, CHET
Looking With Long
WBNS, WBNS-TV, Columbus, O.
LONG, PAUL
KDKA, Pittsburgh, Pa.
LONG, STUART
Capitol Newsroom, Texas At Ten
KVET, Austin, Tex.
LORBER, DR. H. V.
Jewish Radio Guild
WSBC, Ill.
LOVELL, ROBERT
WNDR, Syracuse, N. Y.
LOW, DALE
KWWL, Waterloo, Ia.
LOWE, DICK
City Edition
WBEX, Chillicothe, O.
LOWREY, MEADOR
Meador Lowrey And The News
KLIF, Dallas, Tex.
LYLE, BOB
WLS, Chicago, Ill.
LYNN, ARTHUR N.
News And Comment
WDLB, Marshfield, Wis.

—Mc—

MacDONALD, BRUCE
WJW, Cleveland, O.
MacDONALD, J. J.
Average Opinion
WLBR, Lebanon, Pa.
MacFARLANE, IAN
Ian And I
WCBM, Baltimore, Md.
McCALL, BYRON
Duncan Newsreel
KRHD, Duncan, Okla.
MacVANE, JOHN
World News Roundup
NBC
McCARTHY, CHAS F.
Charles F. McCarthy News
NBC
News At Noon
WNBC, New York, N. Y.
McCARTHY, DICK
WKNY, Kingston, N. Y.
McCARTHY, TOM
Photo Flashes
WKRC-TV, Cincinnati, O.
McCORMICK, ROBERT
News of the World, (TV-Camel News Caravan)
NBC
McCULLA, JIM
KMPC, Los Angeles, Calif.
McCUEN, CHARLES
KRNT, Des Moines, Ia.
McCUNE, JOHN
WAFM-TV, Birmingham, Ala.
Auburn Daily News
WAPI, Birmingham, Ala.
McDONALD, BOB
KRGV, Weslaco, Tex.
McDONALD, IRVING T.
News Analysis
WEEI, Boston, Mass.
McELROY, PAUL
KMNS, San Luis Obispo, Calif.
McGARNEY, R. F.
KRUN, Ballinger, Tex.
McGUIRT, WILLIAM A.
WJHO, Opelika, Ala.
McHAN, BILL
WJPR, Greenville, Miss.
McKINNON, BILL
WBNS, Columbus, O.
McKINNON, BOB
WRFS, Alexander City, Ala.
McMULLEN, JOHN
WDLP, Panama City, Fla.
McMURTRIE, BURT
It Seems to Me
KTBI, Tacoma, Wash.
McNAMARA, JAMES
KLAC, Hollywood, Calif.
McNEIL, IDA A.
KGFX, Pierre, S. Dak.
McWHORTER, DON
Journal Of The Air
WBLK, Clarksburg, W. Va.

—M—

MAGNUSON, JIM
Local News
KAST, Astoria, Ore.
MAHONEY, CLAUDE
WOIC, Washington, D. C.

MALONE, TED
ABC.

MANS, STUART
News Almanac
KPQ, Wenatchee, Wash.
MANSER, LYMAN
WWNY, Watertown, N. Y.
MAPLES, GRADY
Word's-Eye View Of The World-Wide News
KTNM, Tucumcari, ... Mex.
MARCHBANKS, LOIS
Woman's Viewpoint
KFDM, Beaumont, Tex.
MARRERO, LUIS E.
WITA, Santurce, P. R.
MARSHALL, GEORGE
George Marshall's News
WCMI, Ashland, Ky.
MARTIN, BILL
National News
WNDR, Syracuse, N. Y.
MARTIN, JACK
Tomorrows News
WOPI, Bristol, Tenn.
MARTIN, LUTHER W.
News Behind The Headlines
KTTR, Rolla, Mo.
MARTIN, ROBERT
CBS
MASTERS, MIKE
Today's News
WXYZ-TV, Detroit, Mich.
MATT, M. LEONARD
WDAS, Philadelphia, Pa.
MATTSON, ROBERT
WHLB, Virginia, Minn.
MAXWELL, TOM
United Press Reports
WIBB, Macon, Ga.
MAYNARD, BOB
Highlights And Shadows In The News
WSVS, Crewe, Va.
MELTON, ERVIN
Melton In The News
WBSC, Bennettsville, S. C.
MEREDITH, LEE C.
Nunn Milling News
WVJS, Owensboro, Ky.
METCALF, BERT
KURV, Edinburg, Tex.
MEYNERS, JOSE ARNALDO
Observatorio Mundial
WAPA, San Juan, P. R.
MIDDLETON, B. M.
Middleton and the News
WUSN, Charleston, S. C.
MILES, WATT
Local News Roundup
WDVA, Danville, Va.
MILLER, ALAN
Columbia Valley News
KVOS, Bellingham, Wash.
MILLER, BILL
WFUN, Huntsville, Ala.
MILLER, ED
Farm Fair
WMFT, Florence, Ala.
MILLER, EUGENE
Home Edition
WENE, Binghamton-Endicott, N. Y.
MILLER, KEN
News And Views
KVOO, Tulsa, Okla.
MILLER, PAUL
WLEA, Hornell, N. Y.
MILNER, GENE
Local Eye-Witness News
WCAP, Asbury Park, N. J.
MINSHALL, BILL
KGLO, Mason City, Ia.
MITCHELL, N. P.
Nick's Notebook
WFBC, Greenville, S. C.
MITCHELL, PAUL
World At Large, The Globe Trotter, Alexandria Today
KSYL, Alexandria, La.
MOFIELD, RAY
D-X News
WPAD, Paducah, Ky.
MONTGOMERY, DEAN
KELO, Sioux Falls, S. Dak.
MOONEY, DOW
KTOK, Oklahoma City, Okla.
MOORE, JACK
Negro In The News
WEAS, Atlanta, Ga.
MORE, TOM
Newsreel Of The Air
WIBG, Philadelphia, Pa.
MORGAN, BILL
KFYO, Lubbock, Tex.
MORAN, JACK
KURV, Edinburg, Tex.
MORGAN, ROY E.
Perspective On The Week's News
WILK, Wilkes-Barre, Pa.
MORGAN, THOMAS
WOV, New York, N. Y.
MORLEY, FELIX
Sunoco Three Star Extra
NBC
MORRIS, MERRILL
News Review
WMTR, Morristown, N. J.
MORRISON, CARLTON
WSB, Atlanta, Ga.
MORRISON, HERB
KQV, Pittsburgh, Pa.

Gabriel Heatter



GORDON FRASER
ABC ABC-TV WJZ-TV

MORRISON, WILBUR
News Analysis
WRUN, Utica, N. Y.
MORTWEDT, DON
WXLT, Ely, Minn.
MULLARKEY, TOM
Tom Mullarkey Reports The News
KLIF, Dallas, Tex.
MUNGER, JOHN
WIKY, Evansville, Ind.
MUNYAN, HARRY
The Rambler
WIOD, Miami, Fla.
MURROW, EDWARD R.
CBS
MUROS, JOSE PEREZ
La Voz, El Mundo Al Dia
WIAC, San Juan, P. R.
MURPHY, GEORGE
Good News From Hollywood
WMGM, New York, N. Y.
MURPHY, JAMES A.
9 O'Clock News
WBYS, Canton, Ill.

— N —

NEGARD, KEN
WFOX, Milwaukee, Wis.
NEIGHER, HARRY
Fifty Minutes Of Midnight
WICC, Bridgeport, Conn.
NEIL, JACK
Tomorrow's News Tonight
KTRM, Beaumont, Tex.
NELSON, KARL R.
Edison Reporter
WTOL, Toledo, O.
NICHOLS, DAVID
News Flashes
WKRC-TV, Cincinnati, O.
NICHOLS, LESLIE
WGN, Chicago, Ill.
NICHOLS, ROBERT
CBS
NICHOLSON, DON
6 P.M. News
WTAD, Quincy, Ill.
NIERSBACH, WILLIAM
WKBV, Richmond, Ind.
NIVEN, PAUL
CBS
NOBLES, JACK
Farm Topics
WEAS, Atlanta, Ga.
NORMAN, STAN
Man About Town
WPIT, Pittsburgh, Pa.

— O —

OBERLIN, DICK
Oberlin's Observations
WHAS, Louisville, Ky.
O'BRIEN, MICHAEL
Maine Scene
WFAU, Augusta, Me.
O'BRIEN, R. E.
KIUP, Durango, Colo.
O'CONNOR, GEORGE
City Desk
WINR, Binghamton, N. Y.
O'CONNOR, JOHN
Top O' The Morning
KSFT, Trinidad, Colo.
O'DELL, TERENCE
CKLW, Detroit, Mich.
ADSON, ROBERT L.
Noontime News
WBYS, Canton, Ill.
OETTINGER, ELMER
Tar Heel News
WNAO, Raleigh, N. C.
O'NEIL, BILL
WARE, Ware, Mass.
OSBORN, GENE
KWWL, Waterloo, Ia.
O'SULLIVAN, TIM
WIBC, Indianapolis, Ind.
OTERO, EVELIO
Al Dia Con De Luxe
WKAQ, San Juan, P. R.
OTTO, BOB
WCPO, Cincinnati, O.
OUELETTE, LIONEL
Dover News Editor
WHEB, Portsmouth, N. Y.
OWENS, RAY
Today In Syracuse
WFBL, Syracuse, N. Y.

— P —

PACKARD, CHARLES
KSWI, Council Bluffs, Ia.
PACKAM, JOHN BUD
WWCA, Gary, Ind.
PAGE, BOB
Headline News
KFBI, Wichita, Kans.
PAPPAS, PAUL
First News Of The Evening
WOC, Davenport, Ia.
PARKER, CY
WLOI, LaPorte, Ind.
PARKER, LAURENCE
KMA, Shenandoah, Ia.
PARLIN, AL
Sohio Reporter
WTOL, Toledo, O.
PALMER, BRUCE
Oklahoma's Front Page
WKY, Oklahoma City, Okla.

PARSONS, LOUELLA
B. Aug. 6, Freeport, Ill.; educ. Dixon Coll.; Married to Dr. Harry Watson Martin; With William Randolph Hearst since 1922; Hollywood Reporter, ABC.

PASCHALL, WALTER
WSB, Atlanta, Ga.
PATTERSON, PAT
KCRG, Cedar Rapids, Ia.
PAUL, ED
One O'Clock News
WMRN, Marion, O.
PAUL, NORMAN
KSJO, San Jose, Calif.
PAUST, CLYDE
WEMP, Milwaukee, Wis.
PEACOCK, MELVIN
News
WSAV, Savannah, Ga.
PEARSON, LEON
Leon Pearson News, NBC News Review of the Week
NBC-TV
PENROSE, BERN
Local News
WBAB, Atlantic City, N. J.
PERKINS, DR. DEXTER
WHEC, Rochester, N. Y.
PERSSELIN, LEO
WJPF, Herrin, Ill.
PETERSON, DREXEL
KVFD, Fort Dodge, Ia.

PETERSON, ELMER W.
B. July 21, 1903, Duluth, Minn.; Elmer Peterson, NBC.

PETERSON, JAMES
World News
KMUR, Murray, Utah
PETTI, RALPH
Headline News
WJAS, Pittsburgh, Pa.
PHAUP, ALLAN
WMBG, Richmond, Va.
PIERCE, BARYHOL W.
Headlines that Make History
KTRB, Modesto, Calif.
PIERCE, WILLIAM W., III
WBKA, Brockton, Mass.
PIERCEY, LOREN F.
7:30 A.M. News
KWOC, Poplar Bluff, Mo.
PIERPONT, ROBERT
CBS
PLAUGHER, MAX
Morning Edition
WHKK, Akron, O.
POMRENZE, DR. H.
Jewish Radio Guild
WSBC, Chicago, Ill.
POWELL, CHARLES
WKJG, Fort Wayne, Ind.
POWELL, RUSSELL
KFRE, Fresno, Calif.
PRESTON, ART
KTUC, Tucson, Ariz.
PRICE, GRANT
KXEL, Waterloo, Ia.
PRICE, JOHN
WKAT, Miami Beach, Fla.
PRIMM, ART
KYA, San Francisco, Calif.
PROCTOR, FRANK
WBML, Macon, Ga.
PROVENCE, ROBERT
Duquesne News
WKNA, Charleston, W. Va.
PYLE, J. HOWARD
Arizona Highlights
KTAR, Phoenix, Ariz.
PUTNAM, GEORGE
Headline Clues
WABD, New York, N. Y.
DuMont

— Q —

QUINLAN, OSWALD
Voice of Main St.
WMMW, Meriden, Conn.

— R —

RABELL, FRED
Between The Lines
KSON, San Diego, Calif.
RAMOS, RALPH
While You Slept
KFDM, Beaumont, Tex.
RANDALL, EDWIN T.
Let's Be Friends
WRFD, Worthington, O.
RANDALL, JAMES
KFSB, Joplin, Mo.
RAY, BOB
WOWO, Fort Wayne, Ind.
REDEEN, BOB
Noon News
WOC, Davenport, Ia.
REEDY, GEORGE E.
Washington Scene
WEBC, Duluth, Minn.
REGENSBURG, SAMUEL
Jewish Radio Guild
WSBC, Chicago, Ill.
REIFSNYDER, HOWARD
Local News
WALL, Middletown, N. Y.
REJEBIAN, ARAM
This Is San Diego
KCBQ, San Diego, Calif.
RENDELL, RICHARD
WMAL, Washington, D. C.
REYNOLDS, ART
Goodrich Reporter
WHSY, Hattiesburg, Miss.
REYNOLDS, CARROLL
10 O'Clock Wire
WIOU, Kokomo, Ind.
REYNOLDS, WILLIAM
Noon News
WIOU, Kokomo, Ind.
RHAWN, H. G.
Keeping Up With The News
WBLK, Clarksburg, W. Va.
RICHARDS, BILL
Mt. State News
WGKV, Charleston, W. Va.
RICHARDSON, LARRY
WFBM, Indianapolis, Ind.
RICHMOND, FRAN
AVISCO, News
WMGW, Meadville, Pa.

RIDENOUR, GORDON M.
News Behind The News, Ridenour Checks The News
WELM, Elmira, N. Y.
RITCH, AL
North Jersey Reporter
WPAT, Paterson, N. J.
RIVERS, DEE
Ten O'Clock Tabloid
WEAS, Atlanta, Ga.
ROBBINS, FRANCIS
KDHL, Faribault, Minn.
ROBBINS, LYNN
Ephrata Reports
KSEM, Moses Lake, Wash.
ROBERTS, BILL
Press Time
KATL, Houston, Tex.
ROBERTS, CLETE
KFWB, Hollywood, Calif.
ROBINSON, CALVIN
County Editor
WWOD, Lynchburg, Va.
ROBINSON, PAUL
Amoco News
WRNY, Rochester, N. Y.
ROBY, MAX
9:30 P.M. News
KSL, Salt Lake City, Utah
ROEBUCK, JOHN
World Roundup
WISR, Butler, Pa.
ROEDER, CHARLES A.
Ian and I
WCBM, Baltimore, Md.
ROEN, LOUIS
Louis Roen News
NBC
ROMANO, TOM
WNHC-TV, New Haven Conn.
ROSS, JACK
WHAM-TV, Rochester, N. Y.
ROTH, JIM
KORC, Mineral Wells, Tex.
ROWE, AL
6:30 Edition Of The News
KRGH, Fayetteville, Ark.
RUSH, JIM
WBBC, Flint, Mich.
RUSSELL, DON
Camera Headlines
WABD, New York, N. Y.
RUTTER, PRESTON
WILM, Wilmington, Del.
RYAN, BUD
Noon News, Evening News
KOKO, La Junta, Colo.
RYAN, JAMES
KROS, Clinton, Ia.
RYKARD, BRIM
Journal Of The Air
WKIX, Columbia, S. C.

—S—

SABIN, JOHN
Views On News, World At One
WTMV, East St. Louis, Ill.
SANDERS, ALBERT
Mercury News
WMAZ, Macon, Ga.
SANDERS, FRANK
KFGO, Fargo, N. Dak.
SANFORD, BILL
KMJ, Fresno, Calif.
SARTAIN, AUXFORD
Sartain Observations
WTBF, Troy, Ala.
SARTAN, DENIS
WWDC, Washington, D. C.
SAVAGE, R. J.
Bob Savage Scans The News
KGBC, Galveston, Tex.
SAWYER, BILL
News Ace
WJLB, Detroit, Mich.
SCHOENBRUN, DAVID
CBS
SCHWEER, ROLAND
KRIO, McAllen, Tex.
SCOFIELD, DALE
News Till Now
WTCJ, Tell City, Ind.
SCOTT, AL
Final Edition
KCLW, Hamilton, Tex.
SCOTT, C. D.
KNEL, Brady, Tex.
SCOTT, ED
Sunrise Preview
KOL, Seattle, Wash.
SCOTT, FRED
Camera Headlines
WABD, New York, N. Y.
SEEL, CHARLES
Charles Seel Reporting
WFPG, Atlantic City, N. J.
SEVAREID, ERIC
CBS
SEXTON, JESSE
News Of Tomorrow
KALB, Alexandria, La.
SHACKLETTE, JAMES
News From Washington
WTCO, Campbellsville, Ky.
SHADEL, WILLARD
CBS
SHAFTER, ED
Today's News
WXYZ-TV, Detroit, Mich.
SHARP, BILL
WRIB, Providence, R. I.



BOB GARRED
NETWORK NEWS
My 12th Year
for PETER PAUL



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GEORGE HAMILTON COMBS, JR.

Thirteenth year as featured News Commentator—WMGM.

SHAW, BRUNO
You Decide
WNEW, New York, N. Y.
SHAW, GORDON
WQAM, Miami, Fla.
SHELL, TED
WCOL, Columbus, O.
SHEPARD, BILL
What's Up
WWGS, Tifton, Ga.
SHERWOOD, DON
As I See It
WAOV, Vincennes, Ind.
SHINKMAN, PAUL
WBCC, Bethesda, Md.
SHINN, JUNEAU H.
Six O'Clock Edition
KLIX, Twin Falls, Ida.
SHRINER, TED
KTJS, Hobart, Okla.
SILVER, DOUGLAS
Local News, Fishing News
WIRA, Fort Pierce, Fla.
SIMON, ANN
Listen Ladies
KSFA, Nacogdoches, Tex.
SKIMIN, FRAN
News Of Niagara
WJJL, Niagara Falls, N. J.
SLACK, BEN L., JR.
The Town Crier
KVOA, Tucson, Ariz.
SLOANE, J. S.
KNEL, Brady, Tex.
SMITH, BRAD
KRGV, Weslaco, Tex.
SMITH, CHARLES
Shortman News, Mosby-Mack News
KTOP, Topeka, Kans.
SMITH, F. COURTNEY
WEOA, Evansville, Ind.
SMITH, DAVE
Noon News
WTOM, Bloomington, Ind.
SMITH, DAVENPORT
Telenews Daily
WBRC-TV, Birmingham, Ala.
SMITH, ERLE
KFRM-KMBC, Kansas City, Mo.
SMITH, FRED
WKJG, Fort Wayne, Ind.
SMITH, FRED
WKJG, Fort Wayne, Ind.
SMITH, HOWARD K.
CBS
SMITH, LEE
A Noon Look At The News
WLOU, Louisville, Ky.
SMITH, LEIGH
It Happened Today
WSLS, Roanoke, Va.
SMITH, LEON
WFNS, Burlington, N. C.
SNELL, DAVID
WOR, New York, N. Y.
SNYDERMAN, ARNOLD
News Roundup
WTTM, Trenton, N. J.
SOKOLSKY, GEORGE E.
ABC
SPRAAG, GRAYDON H.
Around The Country With The Springfield Union
WHAI, Greenfield, Mass.
STAMPS, WELDON
7:45 News, OTASCO News
KFSA, Fort Smith, Ark.
STANLEY, REX
KRUX, Phoenix, Ariz.
STAPLES, JOHN
Report On The World
WPDQ, Jacksonville, Fla.
STEELE, JIM
WIRK News
WIRK, West Palm Beach, Fla.
STEWART, WILLIAM
WCAM, Camden, N. J.
STILLE, BERT
Double In The News
WHKC, Columbus, O.
STONE, PAULA
Hollywood, USA
WMGM, New York, N. Y.
STRAND, NORMAN
News
WSAV, Savannah, Ga.
STRAND, STUART
WHIO, Dayton, O.
SULLIVAN, FLOYD
Sully's Spotlight
KWTO, Springfield, Mo.
SULLIVAN, VINCENT PAUL
Paul Sullivan Reviews The News
KROY, Sacramento, Calif.
SWANSON, HARVEY
For The Intelligent Citizen
WLAN, Lancaster, Pa.

SWAYZE, JOHN CAMERON
Who Said That, Camel News Caravan, Leave It to the Girls, WNBT.

SWIFT, JACK E.
KDKA, Pittsburgh, Pa.

—T—

TADLEY, CHARLES
News Now
WAGC, Chattanooga, Tenn.
TAINTER, ERIC
KCKN, Kansas City, Mo.
TALBOT, BILL
KOIL, Omaha, Nebr.
TARIEN, LEE
WKMH, Dearborn, Mich.
TAYLOR, BRYDEN
Local And World News
WVPO, Stroudsburg, Pa.
TAYLOR, GEORGE
Report To Trenton
WTTM, Trenton, N. J.
TAYLOR, JERRY
WRIB, Providence, R. I.
TEAGUE, W. C.
WMC, Memphis, Tenn.
TENPENNY, RAY
KEYD, Minneapolis, Minn.
TERKEL, HAROLD
WNJR, Newark, N. J.
TIGHE, JIM
WFHR, Wisconsin Rapids, Wis.
TILLER, TOMMY
WJPR, Greenville, Miss.

TILLMAN, JOHN
B. Nov. 13, 1916, Clio, Ala.; Telepix Newsreel, News On The Hour, City Hall, Voice Of The People, Special Events Coverage, WPIX.

TITCHENER, MRS. DOROTHY
Woman's Angle
WENE, Binghamton-Endicott, N. Y.
THEERINGER, GEORGE
News And Views
WRBL, Columbus, Ga.
THOMAS, BOB
KEX, Portland, Ore.
THOMAS, LOWELL
CBS
THOMAS, LOYD
Loyd Thomas Presents The News
KHAS, Hastings, Nebr.
THOMAS, W. J.
News And Comment
WCPA, Clearfield, Pa.
THOMAS, WARREN
The Bedford Story
WBIW, Bedford, Ind.
THOMPSON, BOB
Tarheel Talks
WRAL, Raleigh; WHPE, High Pt., N. C.
THOMPSON, CHARLES
Local News
WNLC, New London, Conn.
THOMSEN, CHRISTIE
What's With Women
WBEL, Beloit, Wis.
THORNBERRY, JOHN
WHB, Kansas City, Mo.
THORNBURG, OLIVER
World News Today
WIBB, Macon, Ga.
TOMLINSON, EDWARD
The American World
NBC
TRENT, RAY
News Overnight, Today's Unusual News
KDDD, Dumas, Tex.
TRIMBLE, KERM
KLKC, Parsons, Kans.
TROMBETTA, FRANK
WHAT, Philadelphia, Pa.
TROUT, ROBERT
Robert Trout News, Who Said That?
NBC
TRUE, HAROLD
WWJ, Detroit, Mich.
TRUEHEART, JIM
News Roundup
KVIC, Victoria, Tex.
TRUERE, BOB
WCSC, Charleston, S. C.
TURNER, DEAN
KEVT, Kerrville, Tex.
TURNER, ULMER
Pix Of The News, Midwest Viewpoint
WBKB, Chicago, Ill.

—U—

UBELHART, JAMES
Views of News
WSPD-TV, Toledo, O.
UEBELHART, JAMES
WSPD, Toledo, O.
UTLEY, CLIFTON
WMAQ, Chicago, Ill.
UTLEY, CLIFTON
Comments by Clifton Utley
NBC
UTLEY, CLIFTON
WNBQ, Chicago, Ill.

—V—

VANDEVENTER, BOB
WFAA, Dallas, Tex.
VANCE, GEORGE
News Hi-Lights
WMDN, Midland, Mich.
VAN DYKE, RUSS
KRNT, Des Moines, Ia.
VAN ELLS, NEAL
WLW-D, Dayton, O.
VANS, JOHN
WFOX, Milwaukee, Wis.
VOIGT, DON
Farm Facts
WLTC, Gastonia, N. C.
VON BERGEN, JOHN
News With John Bergen
WARM, Scranton, Pa.
VON TOBEL, PHILIP
R. H. News
WATR, Waterbury, Conn.

—W—

WADE, OZZIE
WKNE, Keene, N. H.
WAGNER, ROBERT
WBNS, Columbus, O.
WALD, JOHN
ABC, ABC-TV

WALLACE, EDWARD R.
WNBK, WTAM, Cleveland, O.
WALSH, BLAINE
WJPG, Green Bay, Wis.
WALSH, ULYSSES
WSLS, Roanoke, Va.
WALTON, RAY
Newsreel Of The Air
WIBG, Philadelphia, Pa.

WALTON, SIDNEY
B. May 30, 1915, Washington, D. C.; Sidney Walton's Inside News, MBS; Saraka 40 - Plus Forum, WLW, etc.; Get More Out Of Life, CBS, ABC; Doubleday Quiz Club, MBS.

WARD, STUART
California Council Table
KPIX, San Francisco, Calif.
WARNER, ALBERT
ABC
WATSON, BROOKS
WMBD, Peoria, Ill.
WATSON, TOM, JR.
WSWN, Belle Glade, Fla.
WATTERS, DAVE
Local News
WBYS, Canton, Ill.
WAY, DOUGLAS
WMIE, Miami, Fla.
WAYNE, MAURY
KTBS, Shreveport, La.
WEAVER, HENRY
ABC, ABC-TV
WELCH, CHARLES
WJRD, Tuscaloosa, Ala.
WERNER, STELLA
WBCC, Bethesda, Md.
WESSON, DICK
KPOJ, Portland, Ore.
WESTERHOLD, BILL
WLEC, Sandusky, O.
WICKER, COL. WORTH
WCPS, Tarboro, N. C.
WIETING, FRED
News At Noon, Northwestern News
WIBG, Philadelphia, Pa.
WILLIAMS, DOC
Tomorrow
WADC, Akron, O.
WILLIAMS, GLENN
Glenn Williams
WAGE, Syracuse, N. Y.
WILLIAMS, TROY
Orangeburg Today
WRNO, Orangeburg, S. C.
WILSON, BOB
KYW, Philadelphia, Pa.
WILSON, BILL
The World Today
WDNE, Elkins, W. Va.
WILSON, DAVE
7:45 News
WIRL, Peoria, Ill.
WILSON, KEN
WGST, Atlanta, Ga.
WINCHELL, WALTER
ABC
WINGFIELD, ALVIN
WRAL, Raleigh, N. C.
WINTER, WILLIAM
KPIX, San Francisco, Calif.
WITMER, WEBB
KYA, San Francisco, Calif.
WHEELOCK, HOWARD E.
WKNE, Keene, N. H.
WHITE, DON
Local News
WHOK, Lancaster, O.
WHITE, TOM
WBAL, WBAL-TV, Baltimore, Md.
WHITT, BERNARD E.
Editor's Hour
WMTC, Vancleve, Ky.
WOLFE, HOWARD
WKNX, Saginaw, Mich.
WOODSON, STEVE
World At Noon
WFRC, Reidsville, N. C.
WORKHOVEN, MERRILL
WOW, Omaha, Neb.
WYMAN, MAL
KALL, Salt Lake City, Utah
WYNGAARD, JOHN
WJPG, Green Bay, Wis.

—Y—

YATES, CARL
WACB, Kittanning, Pa.
YOUNG, GEORGE
KAMQ, Amarillo, Tex.
YOUNG, LANDON
Landon Young Speaking
WILS, Lansing, Mich.
YOUNG, NORMAN
WAYS, Charlotte, N. C.

—Z—

ZAIMES, CHARLEY
C. Z. Reporting
WALL, Middletown, N. Y.
ZIEBARTH, DR. E. W.
WCCO, Minneapolis, Minn.
ZUGSMITH, ALBERT
News About Our Town
WFPG, Atlantic City, N. J.



FRANK GOSS
KNX-CBS Newscaster
Announcer
on
"Hallmark Playhouse"
and
"Prudential Family Hour of Stars"

ELMER
W.
PETERSON

NEWS

N.B.C.

5:45-6:00 P.M., PST



WASHINGTON, D. C.'s

JERRY STRONG

THE JERRY STRONG SHOWS

6:00-9:30 A.M., Mon.-Sat. . . . WINX 12:00-1:00 P.M., Mon.-Sat. . . . WINX
2:00-3:00 P.M., Sat. . . . WRC-NBC

AND ON TV

2:00-3:00 P.M., Mon., Wed., Fri. — "THE HECHT COMPANY'S SHOPPER'S REVUE . . . WNBW-NBC

MC ON THE TV SHOW

Disc Jockeys
RADIO AND TELEVISION
—their work during 1949

—A—

ABBOTT, BUD
Abbott Habit
WHAS, Louisville, Ky.

ABROMAVICH, KARIN
Coffee With Karin
WTCN, Minneapolis, Minn.

ACREE, JIMMY
WAGF, Dothan, Ala.

ADAMS, DANA
990 Club
KFDX, Wichita Falls, Tex.

ADAMS, JOE
KOWL, Los Angeles, Calif.

ADRIAN, VIC
Man About Manhattan
WQBC, Vicksburg, Miss.

AGNEW, TED
Club 43
KSMA, Santa Maria, Calif.

ALBERGHINI, HAROLD
Krackpot Kollege
WCOU, Lewiston, Me.

ALBERTS, NICKY
1490 Club
WAZL, Hazleton, Pa.

ALBRECHT, KEN
Yawn Patrol
KVOB, Alexandria, La.

ALFORD, DICK
Strollin' With Alford
KXLR, Little Rock, Ark.

ALFORD, KEN
KULA, Honolulu, T. H.

ALISON, HUGH
WJBF, Augusta, Ga.

ALLAN, FRANK
Make Believe Ballroom
KECK, Odessa, Tex.

ALLEN, DAN
WTCJ, Tell City, Ind.
Stuff & Nonsense
WRUF, Gainesville, Fla.

ALLEN, ED
The Early Bird, 400 Hour
WMAQ, Chicago, Ill.

ALLEN, ERNIE
Ernie's Apron Club
KFAB, Omaha, Neb.

ALLEN, LEN
Dawn Busters
KLO, Ogden, Utah

ALLEN, TOMMY
Tommy's Variety Store
KOMA, Oklahoma City, Okla.

ALLYN, JACK
WAZF, Yazoo City, Miss.

ANDERSON, DON
199 Club
KUBC, Montrose, Colo.

ANDERSON, ERNIE
Melody Time
WSKI, Montpelier, Vt.

ANDERSON, JAMES
Platter Party
WIRK, West Palm Beach, Fla

AMBROSE, ROY
WTUX, Wilmington, Del.

AMEND, EDDIE
Rhythms By Request
KHON, Honolulu, T. H.

AMOLE, GENE
Meet The Boys In The Band
KMYR, Denver, Colo.

ANDREE, JAN
The Jazz Jamboree
WWSW, Pittsburgh, Pa.

ANDRES, JOE
Serenade
WMAW, Milwaukee, Wis.

ANDREWS, JOHN
Music In The Night, WHOT's Cooking
WHOT, South Bend, Ind.

ANSON, BILL
Hollywood Bandstand
KFWB, Hollywood, Calif.

APPLE, BILL
KXA, Seattle, Wash.

ARBUCKLE, BRYANT
Clock Spinner
WAIR, Winston-Salem, N. C.

ARCHER, GRAHAM
Wax Museum
KGW, Portland, Ore.

ARNOLD, BILL
Platter Party
WHSY, Hattiesburg, Miss.

ARO, SAM
Top O' The Morning
WNDB, Daytona Beach, Fla.

ARTHUR, DON
Arthur's Etchings
WDUZ, Green Bay, Wis.

ARTHUR, DOUG
Danceland
WIBG, Philadelphia, Pa.

ARNOLD, GARY
WDUN, Gainesville, Ga.

ARTHUR, JERRY
Make Merry With Jerry
WLAD, Danbury, Conn.

ARTHUR, JON
WSAI, Cincinnati, O.

ATER, TOM
Later With Ater
WKAB, Mobile, Ala.

ATCHER, RANDY
Atcher Service
WKLO, Louisville, Ky.

ATKINS, THOMAS B.
WOOB, Anniston, Ala.

ATKINSON, J. C.
Wake Up With J. C.
WBBQ, Augusta, Ga.

ATWELL, HOWARD
Timekeeper
WVPO, Stroudsburg, Pa.

AUSTIN, CARL
WOPF, McComb, Miss.

AVILES, ROQUE
Tropic Tempos
DYBU, Cebu, Philippines

AYRES, GENE
Open House
WDSG, Dyersburg, Tenn.

AYRES, JAMES
KLKC, Parsons, Kans.

—B—

BABCOCK, FRANK
The Mail Bag
KXYZ, Houston, Tex.

BACON, BOB
Bacon For Breakfast, Jive After Five
WBRE, Wilkes-Barre, Pa.

BACON, NORMAN
Playing Favorites
WOC, Davenport, Ia.

BAIRD, NEIL R.
In The Groove
KFFA, Helena, Ark.

BAKER, JACK
Jack Baker Show
KTOK, Oklahoma City, Okla.

BAKER, PAUL
800 Club
WLAD, Danbury, Conn.

BAKER, ROLAND
The Clock Watcher
KXYZ, Houston, Tex.

BAKER, TOBY
Music Matinee, Juke Box Saturday Night
WELI, New Haven, Conn.

BALDWIN, BUD
Breakfast In Bedlam
WHIO, Dayton, O.

BALLANT, DENNIS
Rural
WJAG, Norfolk, Nebr.

BANNON, BOB
One Nite Stand
WSKI, Montpelier, Vt.

BANNON, RICHARD
KIYI, Shelby, Mont.

BARATH, RAY
Grin N' Barath
WKIX, Columbia, S. C.

BARBER, DON
Hillbilly Hits
WGBS, Miami, Fla.

BARBER, JULIAN
WAYS, Charlotte, N. C.

BARILE, LOU
Words And Music
WKAL, Rome, N. Y.

BARKER, MARK V., JR.
Luncheon On The Hill
WDUK, Durham, N. C.

BARKLEY, ALAN
WAMS, Wilmington, Del.

BARKLEY, RON
Relaxin' On Waxin', Ark Valley Record Review
KGAR, Garden City, Kans.

BARNES, TEDDY
Rhythm By Request
WHAL, Shelbyville, Tenn.

BARR, FRED
1600 Club
WWRL, Woodside, N. Y.

BARRON, GEORGE
KCRT, Trinidad, Colo.

BARRY, GENE
WING, Dayton, O.

BARRY, JACK
Musical Clock
WHEC, Rochester, N. Y.

BARRY, JACK
You Asked For It
WJOY, Burlington, Vt.

BARTELL, PAUL
WFOX, Milwaukee, Wis.

BARTON, HAL
Off The Record
WTAD, Quincy, Ill.

BASS, GRADY
Musical Clock
KTBB, Tyler, Tex.

BASSO, NICK
Rise and Shine
WAJR, Morgantown, W. Va.



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WJJD and WGES, Chicago

Heard daily except Sunday

BATE, DICK
Record Breakers
WNDB, Daytona Beach, Fla.
BATEY, HUGH
Record Session
WRBL, Columbus, Ga.
BAUER, A. J.
Alarm Clock Melodies
WINK, Fort Myers, Fla.
BAUER, MARY JO
Fandels Disc Jockey Show
KFAM, St. Cloud, Minn.
BAXTER, CHARLES
12:30 Record Club
WTOL, Toledo, O.
BAXTER, GEORGE
Housewives Blues
WKTM, Mayfield, Ky.
BAXTER, GORDON
Talk Of The Town
KPAC, Port Arthur, Tex.
BAXTER, RAYMOND
Time to Wake Up
KHUZ, Borger, Tex.
BAYLY, TRAVERS
KDAL, Duluth, Minn.
BEACHWOOD, BUD
Magic Valley, Stampede
KVMV, Twin Falls, Ida.
BEAN, BOB
Bob Bean's Big Barn Bands
WBIG, Greensboro, N. C.
BEAR, CHET
First Call
WILS, Lansing, Mich.
BEARD, PAT
Strictly From Dixie
WSTP, Salisbury, N. C.
BEARD, SAM
Breakfast With Beard
WPTF, Raleigh, N. C.
BEATTE, WILLIAM
Million Dollar Ballroom
WBIW, Bedford, Ind.
BEATTY, ED
Tim And Ed
WNMP, Evanston, Ill .
BEATTY, JIM
Night Shift
WBRY, Waterbury, Conn.
BEAUMONT, PERRY
Musical Clock
WLOK, Lima, O.
BECK, AL
Melody Matinee
WKBZ, Muskegon, Mich.
BECKER, BILL
Record Review
WINZ, Hollywood, Fla.
BECKER, JACK
Jack And Jill
WHIO, Dayton, O.
BECKTEL, EARL
1240 Night Club
WSNJ, Bridgeton, N. Y.
BEGHOLD, KENNETH
Early Bird
WGBI, Scranton, Pa.
BEGUE, JOHN
Be Gay
WTAX, Springfield, Ill.
BEHNER, DICK
KCLO, Leavenworth, Kans.
BELANEY, BILL
Rise And Shine
WCOL, Columbus, O.
BELL, BOB
Suppertime Serenade
WHKY, Hickory, N. C.
BELL, DON
Don Bell Matinee
KRNT, Des Moines, Ia.
BELL, JOHNNY
1230 Club
WCMA, Corinth, Miss.
BELL, MONTE C.
Songs Of The Range, Homemakers Music
KADA, Ada, Okla.
BELL, WAYNE
Ding's Merry Go Round, Cornbread Jamboree
WFTM, Maysville, Ky.
BELLINGER, STEVE
Pop Shop
WTCJ, Tell City, Ind.
BENGSTON, CHARLES
Afternoon Capers
WATR, Waterbury, Conn.
BENJAMIN, CHARLES
Matinee Dancetime
WHK, Cleveland, O.
BENNETT, BING
Bing's Merry-Go-Round
WSKY, Asheville, N. C.
BENNETT, DON
1450 Club
KSEM, Moses Lake, Wash.
BENNETT, ElDean
Hi-Time
KCSU, Provo, Utah
BENNETT, FORD
AM Party
WAOV, Vincennes, Ind.
BENNETT, FRED
Fred Bennett Show
WPEN, Philadelphia, Pa.
BENNETT, MYRON J.
MJB Show
WIL, St. Louis, Mo.
BENNIGSON, RAY
Saturday Date
KALI, Pasadena, Calif.
BENSON, HAL
Around the Town
WMPS, Memphis, Tenn.
BENSON, RICHARD H.
Wake Up Club
WIRC, Hickory, N. C.
BENSON, ROBERT
Gambles Suppertime Serenade
KFAM, St. Cloud, Minn.
BENTLEY, LYN
Lyn's Jukebox
KVOB, Alexandria, La.
BENTON, FATS
Ebony Rhapsody
WMAP, Monroe, N. C.
BERG, ALLAN
Allan Berg Show
KALI, Pasadena, Calif.
BERG, HAL
Club Swingtime
WILK, Wilkes-Barre, Pa.
BERG, JOHNNY
Dance Time
KGDE, Fergus Falls, Minn.
BERGESON, CHUCK
WSOO, Sault Ste. Marie, Mich.
BERGSTROM, ART
Mailman Matinee
WMMW, Meriden, Conn.
BERQUIST, DEWEY
KVOX, Moorhead, Minn.
BERRILL, LARRY
Swing Shift
WCAE, Pittsburgh, Pa.
BERRY, BILL
Berry's Bandstand
WDBO, Orlando, Fla.
BERRY, FATSO
Loose Wig
KSAN, San Francisco, Calif.
BERRY, W. K.
Ballroom Melody Time
KFFA, Helena, Ark.
BERRYMAN, EDWARD
Sagebrush Slim
WBBC, Flint, Mich.
BESSE, HARRY
Main Stem Derby
KSWI, Council Bluffs, Ia.
BETTERS, MITCH
Bandstand
WTHT, Hartford, Conn.
BETTINSON, WIN
Breakfast Show
WLYN, Lynn, Mass.
BICKNELL, MAX
Lakin Hour
KIUL, Garden City, Kans.
BIGLER, TOM
Whistlin' In The Dark
WILK, Wilkes-Barre, Pa.
BILLINGS, FRANK
Wax Museum
KGW, Portland, Ore.
BINGHAM, PETE
Atomic Boogie
WJOI, Florence, Ala.
BIRMINGHAM, JOHN
1450 Club
WNBZ, Saranac Lake, N. Y.
BIRRELL, HARRY
Beaver Valley Serenade
WBVP, Beaver Falls, Pa.
BISHOP, BOB
Open House Party
KUBA, Yuba City, Calif.
BITTERMAN, JACK
Jive, Jam'n'Jump, Pipe Rack Parade
WABB, Mobile, Ala.
BLACK BERNIE
Disc's And Data
WGPA, Bethlehem, Pa.
BLACK, JOHNNIE
Dawn O'Day
KGB, San Diego, Calif.
BLACKSTONE, REID
Sunrise Serenade
WMVA, Martinsville, Va.
BLAIS, DAN
WLAU, Laurel, Miss.
BLAKE, ALIX
Wake With Blake
WENT, Gloversville-Johnstown, N. Y.
BLAKE, BRUCE
Music For Ohio
WHKK, Akron, O.
BLAKELY, CLINT
Time To Rise
WAPI, Birmingham, Ala.
BLANCHARD, LOWELL
Musical Clock
WNOX, Knoxville, Tenn.
BLAND, CECIL
Cowboy Jamboree
KTBS, Shreveport, La.
BLASHILL, JOHN
Hot Cake Club
KVOE, Santa Ana, Calif.
BLECKLEY, W. JOHN
Crescent City Carnival
WJMR, New Orleans, La.
BLOCK MARTIN
Make Believe Ballroom
WNEW, New York, N. Y.
BLOODWORTH, BILL
Coffee Pot Parade
WMVG, Milledgeville, Ga.
BLUM, GEORGE
Alarm Clock Club
KORN, Mitchell, S. Dak.
BOARDMAN, FRANK
Frank Boardman Show
KWFT, Wichita Falls, Tex.
BOBB, CHARLES J.
Music Shop
KVOB, Alexandria, La.
BODGE, DAVE
WOTW, Nashua, N. H.

BOGDEN, HILARY
Comes 7
WJAS, Pittsburgh, Pa.
BOIVIN, JAY
1370 Streamliner
WFEA, Manchester, N. H.
BOLBY, BOB
Record Rodeo
KOVE, Lander, Wyo.
BOLES, PAUL
Doc Boles Show
WKBZ, Muskegon, Mich.
BOLEN, JIM
1020 Club
WCIL, Carbondale, Ill.
BOLIN, ART
The Borden Show
WARM, Scranton, Pa.
BOLLINGER, GENE
As You Like It, Hillbilly Holiday
WEGO, Concord, N. C.
BOLLINGER, JIM
Saturday Morning Swing
WINN, Louisville, Ky.
BOLLWINKEL, CALVIN
Hayloft Jamboree
WHTC, Hudson, N. Y.
BONASSO, RUSS
Meet The Missus
WBLK, Clarksburg, W. Va.
BONDU, DAVE
Bondu's Rendez-Vous
WERD, Atlanta, Ga.
BONE, BILLY
Record Party
WHSC, Hartsville, S. C.
BONER, LEE
Easy Rhythm
KAWT, Douglas, Ariz.
BONIN, DONALD
Alarm Clock Club
KANE, New Iberia, La.
BONNELL, GEORGE
Juke Box Review
WIHL, Hammond, La.
BONNER, ED
Spin 'N Chin
WNJR, Newark, N. J.
BOOEN, SHERM
Holsum Time, Friendly Time
WDGY, Minneapolis, Minn.
BOOKSPEN, MARTIN
Off The Record
WBMS, Boston, Mass.
BOREN, CHARLES C.
Sunrise Salute
WELO, Tupelo, Miss.
BOSSONG, CHARLES
Musical Clock, Tea And Trumpets
WOGB, West Yarmouth, Mass.
BOULTON, MILO
Bargin' Around With Boulton
WPAT, Paterson, N. J.
BOURQUE, WARREN
WSTS, Southern Pines, N. C.
BOWICK, BILL
Coffee With Bill
WALB, Albany, Ga.
BOWMAN, BURL
Club Coeur D'Alene
BOWMAN, JOHN DUKE
KVNI, Coeur D'Alene, Ida.
BOWMAN, JOHN DUKE
WLOH, Princeton, W. Va.
BOYD, DON
Sunrise Roundup
WCLO, Janesville, Wis.
BOYD, HARVEY
Boyd's Nest
KWBC, Ft. Worth, Tex.
BOYD, LEN
The Boyd's Nest
KROW, Oakland, Calif.
BOYER, DEAN
Ham N' Eggs
WBLK, Clarksburg, W. Va.
BOYLE, WILLIAM W.
Platter Party
WGRD, Grand Rapids, Mich.
BOYSEN, JIM
Jim Boysen Show
WTCN, Minneapolis, Minn.
BRADFORD, PHIL
Phil Bradford Show
WCOL, Columbus, O.
BRADLEY, BOB
Browsing With Bradley
WMIL, Milwaukee, Wis.
BRADLEY, PAT
Bradley's Workshop
KXLW, St. Louis, Mo.
BRADLEY, SAM
KCHS, Hot Springs, N. Mex.
BRADLEY, WES
Good Morning
KRDO, Colorado Springs, Colo.
BRAGG, CHARLES
Breakfast On Farm
WHAL, Shelbyville, Tenn.
BRAMHALL, BILL
Old Timers Party
WEMP, Milwaukee, Wis.
BRANCH, NEAL
1240 Club
WBIR, Knoxville, Tenn.

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BRAY, GENE
Clockwatcher, Hi Gene
WRYO, Rochester, Pa.

BRAZZELL, JIM
U-Name It—We Play It
WFGN, Gaffney, S. C.

BREENE, PAT
Pat Breene Show, Record Roundup
KTVL, Tulsa, Okla.

BREN, SHELDON
KIFI, Idaho Falls, Ida.

BRENNAN, BOB
Bob And Chris
WRGM, Newport, R. I.

BRENNAN, DAN
Autumn Serenade, Hillbilly Hits
WVOK, Birmingham, Ala.

BRENNER, PAUL
Requestfully Yours
WAAT, Newark, N. J.

BRESETTE, CHARLES
WOBT, Rhinelander, Wis.

BRINDLE, KARL
Let's Listen
KVEC, San Luis Obispo, Calif.

BRISCOSE, ROY
Nite Club Of The Air
WSTV, Steubenville, O.

BRITT, PAUL
KOAT, Albuquerque, N. Mex.

BROCK, WILLIAM
WRLD, West Point, Ga.

BROCKMAN, DON
KBUN, Bemidji, Minn.

BROKENSHIRE, NORMAN
Brokenshire Broadcasting
WNBC, New York, N. Y.

BROOK, BILL
WRJN, Racine, Wis.

BROOKS, FARRELL
Juke Box Review
KHRD, Duncan, Okla.

BROOKS, GEORGE
Swing Symphony
KDIX, Dickinson, N. Dak.

BROOKS, KIRBY
Babbling Brooks
WQAM, Miami, Fla.

BROOKS, VANCE
WGCD, Chester, S. C.

BROPHY, BILL
Melody Lane
WTHT, Hartford, Conn.

BROWN, A. D.
Collegiate Parade
KSFA, Nacogdoches, Tex.

BROWN, BILL
Request Club
WCNH, Quincy, Fla.

BROWN, BILL
Reflections In Music
WTSP, Salisbury, N. C.

BROWN, BOB
KTHS, Hot Springs, Ark.

BROWN, BOB
Turntable Matinee
WEPM, Martinsburg, W. Va.

BROWN, BOB
Breakfast Jamboree
WLBK, De Kalg, Ill.

BROWN, BOB
Music Room
WMID, Atlantic City, N. J.

BROWN, DALE
Platter Party
KGSU, Provo, Utah

BROWN, GORDAN
Mountain Magic
WVLK, Lexington-Versailles, Ky.

BROWN, HARRY
Name Your Nightcap
WBEC, Pittsfield, Mass.

BROWN, HUDIE
Cuzzin Al
WDAK, Columbus, Ga.

BROWN, JACK
Tops n Pops
WLTC, Gastonia, N. C.

BROWN, MEL
Hillbilly Matinee
WGAU, Athens, Ga.

BROWN, NELSON
WNLC, New London, Conn.

BROWN, PERRY
WNDR, Syracuse, N. Y.

BROWN, R. FRED, JR.
Platter Party
WLOS, Asheville, N. C.

BROWN, ROBERT
Off The Record
WANE, Fort Wayne, Ind.

BROWN, SAM
Music Hall
WINX, Washington, D. C.

BROWN, TED
Ted Brown Show, WMGM; Joe DiMaggio Show, CBS.

BROWNELL, JIM
Turntable Terrace, Sun Dial Club
WKDK, Newberry, S. C.

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ON
TED HUSING'S
"BANDSTAND"
WMGM • WMGM-FM

BRUCE, DICK
1280 Reveille, 1230 Matinee
WDSU, New Orleans, La.

BRUCE, RAMON
WHAT, Philadelphia, Pa.

BRUNES, LARRY
You Asked For It, Western Request
KTIL, Tillamook, Ore.

BRYANT, GEORGE
The Stardust
WCON, Atlanta, Ga.

BRYANT, TED
Ted Bryant Show
WDXB, Chattanooga, Tenn.

BUBP, BOB
WPTW, Piqua, O.

BUCHANAN, BRUCE
Dixie Jamboree
WMFD, Wilmington, N. C.

BUCHANAN, DEAN
610 Club
KVNU, Logan, Utah

BUDD, MILTON
Musical Clock
WMBD, Peoria, Ill.

BUEHLER, CARL
The Carl Buehler Show
WCAP, Asbury Park, N. J.

BUEHLMAN, CLINT
Clint Buehlman Show
WBEN, Buffalo, N. Y.

BUETTNER, A.
Music Past Midnight
WTMJ, Milwaukee, Wis.

BURFORD, BILL
The Nut Club
WHHH, Warren, O.

BURGESS, RALPH
Midnight Serenade
WGBA, Columbus, Ga.

BURKE, RAY
Late Date
WAIR, Winston-Salem, N. C.

BURKS, SPIDER
Spider Burks Show
KXLW, St. Louis, Mo.

BURNS, AL
1360 Club
WLYN, Lynn, Mass.

BURNS, LUCILLE
Listen To Lucille
KAKC, Tulsa, Okla.

BURTON, BOB
Breakfast With Burton
WEEK, Peoria, Ill.

BUTHERUS, ED
Hodge Podge
KGW, Portland, Ore.

BYRNE, MIKE
WALE, Fall River, Mass.

BYRNES, SYD
1290 Club
WCCC, Hartford, Conn.

—C—

CALDWELL, CHUCK
All Star Parade
WPAD, Paducah, Ky.

CAMPBELL, DAVE
Matinee In Birmingham
WAPI, Birmingham, Ala.

CAMPBELL, DICK
Top Of The Morning
WDVA, Danville, Va.

CAMPBELL, STERLING (Soup)
Soup's On
WWOL, Buffalo, N. Y.

CAMPCHERO, BOB
You Name It—We Play It
WABY, Albany, N. Y.

CAMPOS, LALO
Noche de Fiesta
KVET, Austin, Tex.

CANIGLIA, PHIL
Italian Hour
KSWI, Council Bluffs, Ia.

CAPPS, BOB
Rhythm Roundup
KRUX, Phoenix, Ariz.

CAPPS, JIMMY
Our Best To You
WPTF, Raleigh, N. C.

CARD, NORMAN
Music For Lonely Folks
WCOU, Lewiston, Me.

CARLETON, KEN
Sundial
WLOX, Biloxi-Gulfport, Miss.

CARNEY, KEN
Alarm Klock Klub
KHON, Honolulu, T. H.

CARPENTER, BILL
Daybreaker
WGY, Schenectady, N. Y.

CARR, GENE
Breakfast Club
WDOD, Chattanooga, Tenn.

CARROLL, GEORGE
Three T's
KSOK, Arkansas City, Kans.

CARROLL, ROGER
Carroll's Corral
KGER, Long Beach, Calif.



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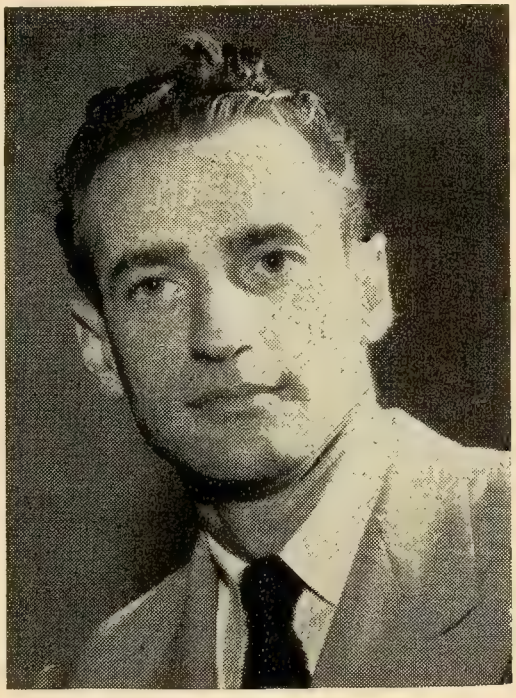


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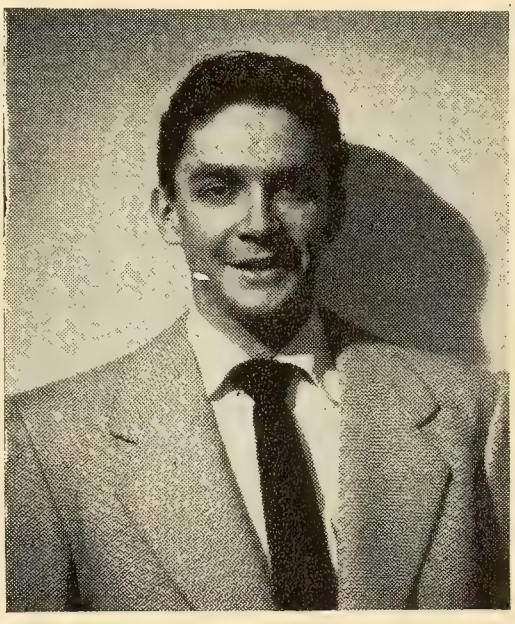
WMGM WATV

MU 8-1000

CARROLL, VINCE
Melody Merry-Go-Round
WBAX, Wilkes-Barre, Pa.
CARSON, BOB
Musical TNT
KSMN, Mason City, Ia.
CARSON, JOHN
John Carson Show
WOW, Omaha, Neb.
CARTER, CAL
Musical Clock
KAMD, Camden, Ark.
CARTER, DUNCAN
WTTH, Port Huron, Mich.
CARTER, VAL
Joy A La Carter
WJOY, Burlington, Vt.
CARTWRIGHT, LOWELL
Morning Show
WRUN, Utica, N. Y.
CARVER, WALLY
Plastic And Shellac
WGPA, Bethlehem, Pa.
CASHION, JOHN T.
WKBC, N. Wilkesboro, N. C.
CAUSEY, DON
Hall Of Hits
KHOZ, Harrison, Ark.
CAYTON, KENNETH W.
KENO, Las Vegas, Nev.
CERRI, BILL
WGAT, Utica, N. Y.
CERULA, PAUL
Club 840
WVPO, Stroudsburg, Pa.
CHAMPION, NED
Wax Train
WNAO, Raleigh, N. C.
CHAMPLIN, GLENN
Record Party
WLCX, LaCrosse, Wis.
CHANDLER, MIMI
Coffee Time
WVLK, Lexington - Versailles, Ky.
CHAPEAU, TED
Lazybones, Sky Commuter
WMBR, Jacksonville, Fla.
CHAPMAN, DAVE
Let's Play Records
KCMC, Texarkana, Tex.
CHAPMAN, ED
1240 Club Platter Party
WEKR, Fayetteville, Tenn.
CHAPMAN, FRED
Farm Hour
WGAI, Elizabeth City, N. C.
CHARLES, JAY
"A" Train
WUSN, Charleston, S. C.
CHARLES, VAN
Van Charles Show
WIBK, Knoxville, Tenn.
CHASE, BRANDON
WNLC, New London, Conn.
CHASE, BUD
Breakfast Biscuits
WHOT, South Bend, Ind.
CHASE, EDDIE
Off The Record
WOOD, Grand Rapids, Mich.
CHASE, EDDY
Make Believe Ballroom
CKLW, Detroit, Mich.
CHENEE, ALEC
60 Silver Minutes
KITE, San Antonio, Tex.
CHENOWETH, JACK
Watching The Clock
WADC, Akron, O.
CHILDS, JACK
Jack's Wax Works
WBML, Macon, Ga.
CHILDS, LELAND
Platter Time
WAPX, Montgomery, Ala.
CHRISTIAN, DON
Fairfield Jamboree
WHOK, Lancaster, O.
CHRISTISON, LOWELL
RFD, 1050 Party
WRFW, Eau Claire, Wis.
CHURCHES, GLENN
Hamilton Furniture Dance Time
KCRA, Sacramento, Calif.
CLARK, CASEY
Burley Jamboree
WVLK, Lexington - Versailles, Ky.
CLARK, CHRIS
Bob And Chris
WRJM, Newport, R. I.
CLARK, GORDON
Gordon's Recordin's
KPBX, Beaumont, Tex.
CLARK, HARPER
Hillbilly Hits
KALB, Alexandria, La.
CLARK, JAMES C.
Disc Time
WHHT, Durham, N. C.
CLARKSON, HARRY
Saturday Afternoon Roundup
WBBC, Bethesda, Md.
CLARY, CHARLES
KVOL, Lafayette, La.



BOB POOLE
"POOLE'S PARADISE"
Heard over 500 Stations Daily
MBS



BILL WILLIAMS
1280 Club . . . WOV
Bill Williams' Welcome Mat . . . WABD

CLAUSER, AL
Coffee Call
KTVL, Tulsa, Okla.
CLAYTON, ROBERT
Boston Ballroom
WHDH, Boston, Mass.
CLAYTON, ROBERT
Times And Trivia
WJAS, Pittsburgh, Pa.
CLOAK, JOHN
Musical Memories
KGGM, Albuquerque, N. Mex.
CLOWES, JOHN D.
Sundialers Club
KCMJ, Palm Springs, Calif.
CLOWSER, DON
Yawn Patrol
KDSJ, Deadwood, S. Dak.
COBB, DAVID
What's On Your Mind
WSM, Nashville, Tenn.
COBURN, PAUL
Coburns Carosel
KVNU, Logan, Utah
CODY, DEL
Western Serenade
KGA, Spokane, Wash.
COHN, HAROLD
Hillbilly Hoedown
WPDQ, Jacksonville, Fla.
COLE, FRED B.
Carnival Of Music
WHDH, Boston, Mass.
COLE, MAX
Wake Up, New York
WOV, New York, N. Y.
COLE, PETER
The Waxworks
WVCG, Coral Gables, Fla.
COLEMAN, BILL
Bill Coleman Calling
WEEI, Boston, Mass.
COLEMAN, CHARLES
Ham 'N' Eggs
WGKV, Charleston, W. Va.
COLEMAN, DICK
Dick Coleman Show
WCBM, Baltimore, Md.
COLEMAN, FRANK
Story Time
WGAC, Augusta, Ga.
COLEMAN, PAUL
Timekeeper
WINR, Binghamton, N. Y.
COLLIE, BILL
Collie's Corral, Houston Hoedown
KNUZ, Houston, Tex.
COLLINS, AL
Happy Al
KALL, Salt Lake City, Utah
COLLINS, DAVE
1320 Club
WHOK, Lancaster, O.
COLLISTER, VIETS
WICA; Ashtabula, O.
COMAN, TO M
Uncle Tom's Gabbin
WTIP, Charleston, W. Va.
CONCIE, BOB
Pop Parade
KDSH, Boise, Ida.
CONNOR, CHARLES
KWON, Bartlesville, Okla.
CONOVER, WILLIS
Willis Conover Show
WWDC, Washington, D. C.
CONRAD, RUSS
KEX, Portland, Ore.
CONSTANTINO, JOE
Off The Record
KDB, Santa Barbara, Calif.
COOK, CARLOS
Sunny Side
KTMS, Santa Barbara, Calif.
COOK, CHACK
Chack Cook Show
WEBR Buffalo N. Y.
COOK, CHARLIE
Country Boy
WHHT, Durham N. C.
COOK, IRA
ABC, ABC TV
COOK, VERN
Martha & Vern
WGY, Schenectady, N. Y.
COOPER, DALE
Dance Time
KAST, Astoria, Ore.
COOPER, JACK L.
Rug Cutters Special
WSBC, Chicago, Ill.
COOPER, JOE
KVFD, Fort Dodge, Ia.
COOPER, MEL
KCRT, Trinidad, Colo.
COOPER, RALPH
WMCA, New York, N. Y.
COPE, FRANK
Alarm Klok Klub, Matinee
KJBS, San Francisco, Calif
CORDIC, REGE
6 To 9 Special
WWSW, Pittsburgh, Pa.
CORDRAY, DON
Goodwill Dawnbuster
WJR, Detroit, Mich.
CORLEY, BOB
Corley's Corner
WQXI, Atlanta, Ga.
CORNEAL, GEORGE
KDZA, Pueblo, Colo.
CORNWELL, BLAINE
Top Ten And First Fifteen
KWFT, Wichita Falls, Tex.
COWLEY, PAUL
Cowley's Alley
WNOP, Newport, Ky.
COX, JOE
Rhythm Serena le
WHIR, Danville, Ky.
COYLE, BERT
KCRT, Trinidad, Colo.
CRAGER, BOB
Melody Matinee
WWCO, Waterbury, Conn.
CRAIG, GEORGE
Coffee With Craig, Varsity Drag
KFDX, Wichita Falls, Tex.
CRAVEN, HAROLD
Off The Record
WHPE, High Point, N. C.
CRAVER, CAMPBELL
WMON, Montgomery, W. Va.
CRAWFORD, GEORGE
WINX, Washington, D. C.
CRAWFORD, ROBERT P.
Western Request Hour
KNAK, Salt Lake City, Utah
CREEDEN, JAY
The Caravan
WHIM, Providence, R. I.
CREIGHTON, BILL
Old Will Show
KIOA, Des Moines, Ia.
CRIST, JIM
Morning In Maryland
WFBR, Baltimore, Md.
CRIST, PHIL
Morning In Maryland
WFBR, Baltimore, Md.
CROCKER, JERRY
Crocker's Clambake
WISR, Butler, Pa.
CROUCH, DEE
KDZA, Pueblo, Colo.
CROWLEY, DICK
1-2-3 Club
WCLO, Janesville, Wis.
CRUTCHLEY, W. F.
Hillbilly Hit Parade, 740 Club
WPAQ, Mt. Airy, N. C.
CUMMINS, BILL
WGBF, Evansville, Ind.
CURETON, DAVE
Sunrise Serenade
KTKT, Tucson, Ariz.
CURTIS, BILL
Jazz In Review
WDGY, Minneapolis, Minn
CURTIS, KEN
All Alone Club
KPST, Preston, Ida.
CURTIS, RON
Coffee With Curtis
WFBL, Syracuse, N. Y.
CUTTING, BOB
Requestfully Yours
KFRD, Rosenberg, Tex.

— D —

DAHL, JON
Jon's Juke Box
WDMJ, Marquette, Mich.
DAILEY, TOM
Recallit And Win
KWK, St. Louis, Mo.
DALE, REX
Make Believe Ballroom
WCKY, Cincinnati, O.
DALE, STAN
Dale's Gulch
WCOL, Columbus, O.
DANE, DUDLEY
Birthday And Anniversary Club
KFAM, St. Cloud, Minn.
DANENBRING, RAY
Alarm Clock Club
KASI, Ames, Ia.
DANIELS, BOB
KDAL, Duluth, Minn.
DANIELS, PAUL
Matinee
WWNH, Rochester, N. H.
DARIEN, FRANK
Hits And Misses For the Mrs
Seven Till Bedlam
KSJO, San Jose, Calif.
DARY, ALAN
Stardust In The Afternoon
WBRY, Waterbury, Conn.
DAUGHERTY, BERT
Yours For The Asking
KWAL, Wallace, Ida.
DAUGHERTY, "DEACON"
Reveille Round-Up
KREL, Baytown, Tex.
DAUGHERTY, HERALD
1250 Luncheon Club
WNOW, York, Pa.
DAVENPORT, LEN
Nightwatch
KRUX, Phoenix, Arix.
DAVID, TOBY
Toby David Show
CKLW, Detroit, Mich.
DAVIS, BRITT
Musical Roundup
KOWB, Laramie, Wyo.
DAVIS, CHARLIE
Rock 'N Roll
WAPX, Montgomery, Ala.
DAVIS, CLYDE C.
Rise 'N Shine
WAYX, Waycross, Ga.
DAVIS, DON
Flying Discs, Rise 'N Shine
KFRC, San Francisco, Calif.
DAVIS, DON
Jamboree, Old Time Hit Parade
WCKY, Cincinnati, O.

DAVIS, ERNIE
Clover Club
WCSS, Amsterdam, N. Y.

DAVIS, GEOFF
Singing Battle Royal
WINS, New York, N. Y.

DAVIS, HAL
Songs of Enchantment
KRAM, Las Vegas, Nev.

DAVIS, HAL
Easy Listening
WDUZ, Green Bay, Wis.

DAVIS, JACK
Music Shop
WBIZ, Eau Claire, Wis.

DAVIS, JACK
Turntable Time
WWXL, Peoria, Ill.

DAVIS, KENNIE
Platter Parade
WHOC, Philadelphia, Miss.

DAVIS, MARGIE
Jack And Jill
WHIO, Dayton, O.

DAVY, FRED
Just For You
WJAS, Pittsburgh, Pa.

DAWES, BILL
Bill Dawes Show
WCPO, Cincinnati, O.

DAWSON, TOM
Critter Jamboree
KGBC, Galveston, Tex.

DAYK, JOHN
Musical Mail Box
KISD, Sioux Falls, S. Dak.

DEAL, JOHN H.
Dial To Deal
WHCU, Ithaca, N. Y.

DEAL, WILLIAM
Clock O' The Morning
WCAM, Camden, N. J.

DEAN, BILL
The Ossining Hour
WLNA, Peekskill, N. Y.

DEANE, BUDDY
Club 1340
WHHM, Memphis, Tenn.

DEANE, JOE
Open House
WHEC, Rochester, N. Y.

DECKER, BEN
Quartermaster
WIRK, West Palm Beach, Fla.

DEE, TOMMY
Rise And Shine
WSBT, South Bend, Ind.

DEEGAN, JOHNNY
KYW, Philadelphia, Pa.

DEER, JIMMY
The Bandstand
WDAR, Savannah, Ga.

de FOREST, ED
Platter Party
KRUX, Phoenix, Ariz.

DeHAVEN, BOB
DeHaven Date, Friendly Time
WCCO, Minneapolis, Minn.

DELFINO, FRANK
WSTC, Stamford, Conn.

DeLINE, JIM
Musical Bee, Jim DeLine Show
WFBL, Syracuse, N. Y.

DESMOND, WARREN
Musical Train
KLO, Ogden, Utah

DE TEMPLE, MIMI
Studio Party
KASH, Eugene, Ore.

DeVON, DOVEL
KREM, Spokane, Wash.

DEVON, PRU
Nights In Latin America
WQXR, New York, N. Y.

DICKLER, SID
Disc Diggin'
WHOD, Homestead, Pa.;
WMCK, McKeesport, Pa.

DICKOFF, CHARLES
Top O' The Morning
WISC, Madison, Wis.

DIEHL, BILL
It's Your Deal
WMIN, St. Paul, Minn.

DIES, BOB
At Peace-With Dies
WADC, Akron, O.

DIFFIE, BILL
WFNS, Burlington, N. C.

DILL, GLEN
The Sundial
WTSP, St. Petersburg, Fla.

DILLEHAY, GENE
Western Swingtime
KTOW, Oklahoma City, Okla.

DILLINGHAM, ALEX
Club 1320
WILS, Lansing, Mich.

DILSON, BURT
Club Playhouse
WJW, Cleveland, O.

DINGMAN, BOB
Date With A Disc
WCSS, Amsterdam, N. Y.

DINSMORE, ED
Luncheon Club
WBEN, Buffalo, N. Y.



TED BROWN

"Ted Brown Show" . . WMGM

"Joe DiMaggio Show" . . CBS

PL. 7-0700



JACK LACY
"Listen To Lacy"
"Bushels Of Fun"
M.C.—Quiz Master—Disk Jockey
W I N S

DIX, RICHARD
Midnight Flyers
WEDC, Chicago, Ill
DIXON, PAUL
1230 Club
WCPO, Cincinnati, O
DIXON, ROY
Mixin' With Dixon
KTRM, Beaumont, Tex
DOAN, BOB
Music In The Night
WABB, Mobile, Ala.
DOCHEE, JACOB
Operatic Favorites
WWJ, Detroit, Mich.
DODDS, DAR
Pop Parade
KIDSH, Boise, Ida.
DONEGAN, BILL
Music Shop
WSAV, Savannah, Ga.
DONEY, JIM
Jim Doney Show
WSRS, Cleveland, O.
DOOLEY, PETE
Requestfully Yours, Coffee Cup Parade
WVJS, Owensboro, Ky.
DORN, BILL
Tune Inn
WHAN, Charleston, S. C.
DORR, EDWARD
Music At Night
WDOS, Oneonta, N. Y.
DORSEY, HOWARD
Clock Watcher
KMOX, St. Louis, Mo.
DOWNEY, JACK
WONS, Hartford, Conn.
DOWSON, GRAHAM R.
On The Solid Side
WELO, Tupelo, Miss.
DOYLE, JIMMY
Spinner Sanctum
KNUZ, Houston, Tex.
DOYLE, LARRY
Dancing Party
KGA, Spokane, Wash.
DREPPERD, BOB
PM Club
WLOW, Norfolk, Va.
DRUM, DEWEY
Early Risers Club
WSOC, Charlotte, N. C.
du BOIS, CHARLES
Cafe Rendezvous
KBMY, Billings, Mont.
DUDLEY, DICK
Rockabye Dudley
WNBC, New York, N. Y.
DUFFY, RAY
Dance Hour
WGNS, Murfreesboro, Tenn.
DUGDALE, CHARLES
KFOR, Lincoln, Nebr.
DUGDALE, WALTER
KVOL, Lafayette, La.
DUKAS, JIM
Club Matinee
WAJR, Morgantown, W. Va.
DUMAS, ROLAND
Tops In Pops
WMAS, Springfield, Mass.
DUNBAR, ED
The Night Watch
WBBQ, Augusta, Ga.
DUNCAN, EDDIE
Start With A Whistle In The Morning
WEOA, Evansville, Ind.
DUNCAN, JIM
Jim Duncan Show
WEBQ, Harrisburg, Ill.
DUNCAN, RICHARD
Design For Dreaming
WBLK, Clarksburg, W. Va.
DUNLAP, WOLLACE
Dial Dunlap
WLIZ, Bridgeport, Conn.
DUNN, BOB
KIMP, Mt. Pleasant, Tex
DUNN, MIKE
1950 Club
WXLW, Indianapolis, Ind
DUNNAGAN, KEN
Cat's Meow
KANE, New Iberia, La
DUNNAVANT, BOB
Juke Box Revue, Echoes From The Hills
WJMW, Athens, Ala.
DUNNAVANT, HOMER
Pappy's Roundup, Uncle Bob, Mid-Day Frolic
WJMW, Athens, Ala.
DURST, LAVADA
Rosewood Ramble
KVET, Austin, Tex.

— E —

EARLE, BOB
Platter Party
WIBR, Baton Rouge, La.
EARLEY, THOMAS A., JR.
Polka Dots
WKAP, Allentown, Pa.
EAST, HENRY
Hank's Alarm Clock
WGBA, Columbus, Ga.
ECKERT, JOHN
WDAN, Danville, Ill.
EDINGTON, JOHN
John's Jockey Journal
KTFI, Twin Falls, Ida.
EDWARDS, CHARLES
WMAL, Washington, D. C.
EDWARDS, MERLE
All Night Stand
WMIN, St. Paul, Minn.
EIGEN, JACK
Meet Me At The Copa
WMGM, New York, N. Y.
ELDERS, FRANK
WJPF, Herrin, Ill.
ELLIN, MARVIN
Afternoon Carousel
WCAO, Baltimore, Md.
ELLIOT, FRED
Ten O'Clock Club
WKRT, Cortland, N. Y.
ELLIOT, ROBERT
Breakfast With The Stars
WHDH, Boston, Mass.
ELLIOTT, BILL
Bill Elliott Show, Lyrics For The Ladies
WAFY, Bakersfield, Calif.
ELLIOTT, BOB
Bob Elliott Show
WTOD, Toledo, O.
ELLIOTT, CHUCK
WMGY, Montgomery, Ala.
ELLIOTT, RAMSEY
Music Chamber
KMJ, Fresno, Calif.
ELLIS, BILL
WBMD, Baltimore, Md.
ELLIS, KEN
WSYB, Rutland, Vt.
ELLIS, LEE
Breakfast With The Ellises
WSPR, Springfield, Mass.
ELLIS, LORRAINE
Breakfast With The Ellises
WSPR, Springfield, Mass.
ELLISON, PAUL
Music In The Nite
WHTN, Huntington, W. Va.
ELSNER, ROY
920 Special
KECK, Odessa, Tex.
EMBODY, DICK
Western Jamboree
KGGF, Coffeyville, Kans
EMERALD, GENE
Gene Emerald Show
KRNT, Des Moines, Ia.
EMERY, MARGIE
The Wishing Well
KOPR, Butte, Mont.
EMMERICH, LEE
Date With A Disc
WKOX, Framingham, Mass.
ENDICOTT, AL
KENO, Las Vegas, Nev.
ENGELL, CHUCK
Midnight Merry-Go Round
KMO, Tacoma, Wash.
ENSSLIN, JIMMY
Top Tunes Across The Nation
KROP, Brawley, Calif.
ERICKSON, HELEN
KWYO, Sheridan, Wyo.
ESSICK, LOU
1340 Club
WGNI, Wilmington, N. C.
EUBANKS, GEORGE
WEAT, Lake Worth, Fla.
EVANS, BILL
Good Morning Circle
WGAU, Athens, Ga.
EVANS, BILL
Record Reveille
WGN, Chicago, Ill.
EVANS, BOB
Evans Extras
WJBC, Bloomington, Ill.
EVANS, DON
Don Evans Show
WCHS, Charleston, W. Va.
EVANS, MARK
Sunrise Salute
WTOP, Washington, D. C.
EVANS, SHIRL
Kenny The Kirby Man
WXLW, Indianapolis, Ind.
EVENSEN, PETE
Platter Palace
KVNJ, Fargo, N. Dak.
EVERBACH, JACK
An Hour To Spare
WKLO, Louisville, Ky.

— F —

FACEY, STAN
Anything For You
WFPG, Atlantic City, N. J.
FANT, JULIAN
Julian's Blackboard
WFOY, St. Augustine, Fla.
FARIS, GEORGE
Early Risers
WVIM, Vicksburg, Miss.
FARKAS, REMY
Record Rarities
WQXR, New York, N. Y.
FARMER, CHUCK
Chuck Wagon
KVVC, Ventura, Calif.
FARMER, JON
Early Worm, Hillbilly Hit Review
WAGA, Atlanta, Ga.
FARRAR, JACK
Kilocycle Klambake
KTFI, Twin Falls, Ida.
FARRELL, JOHN
WHEB, Portsmouth, N. H.
FAULKNER, BILL
WISH, Indianapolis, Ind.
FAUST, DAVE
Merry-Go-Round
KEEN, San Jose, Calif.
FEAGANS, ERNIE
Feagans' Follies
WDEF, Chattanooga, Tenn.

FEATHER, LEONARD
Jazz At Its Best
WMGM, New York, N. Y.
FEATHERSTONE, CHARLIE
WNDR, Syracuse, N. Y.
FERGUSON, BILL
Moments of Melody
WRUF, Gainesville, Fla.
FIELDING, JULES
Juke Box Revue
WMBM, Miami Beach, Fla.
FILIPIAK, STEVE
Matinee At Sun-Up
WHRV, Ann Arbor, Mich.
FINCH, BUD
Coffee Club
WELI, New Haven, Conn.
FINGER, ART
Sun Dial
KXYZ, Houston, Tex.
FINLAYSON, JACK
Club 1310
KFKA, Greeley, Colo.
FINN, MICHAEL
Finn Fare
WEOA, Evansville, Ind.
FIORE, BILL
Morning Moods
WWCA, Gary, Ind.
FISCHER, BILL
1440 Club
WROK, Rockford, Ill.
FISHER, EARL
1450 Club
WFUN, Huntsville, Ala.
FISHER, JOE
KCHE, El Reno, Okla.
FITZGERALD, GORDON
Rendezvous With Melody
WBAP, Fort Worth, Tex.

FLANAGAN, PAUL
Tri-City Ballroom
WTRY, Troy, N. Y.
FLEMING, BRUCE
Guess-A-Tune
KSON, San Diego, Calif.
FLINT, WALTER
Platter Party
WGPC, Albany, Ga.
FLOOD, JOE
Upsee Daisy
KTLN, Denver, Colo.
FLYNN, NORMAN
WENE, Binghamton-Endicott, N. Y.
FORBES, BOB
Musical Alarm Clock
WJMX, Florence, S. C.
FORD, ART
Milkman's Matinee
WNEW, New York, N. Y.
FORD, DOUGLAS
Lunchtime Tunes
WHIS, Bluefield, W. Va.
FORD, JOHN
John Ford Show
WTCN, Minneapolis, Minn.
FORD, LLOYD
Western Frolic
KAYS, Hays, Kans.
FORSTER, BOB
WICA, Ashtabula, O.
FORSTER, ROGER
Forster's Follies
WEOA, Evansville, Ind.
FORT, ARNOLD B.
WOOK, Silver Spring, Md.
FORTUNE, BILL
KWON, Bartlesville, Okla.

FOSTER, JOHN
Requestfully Yours
WBAX, Wilkes-Barre, Pa.
FOSTER, JOSEPH
Request Party
WSSB, Durham, N. C.
FOSTER, SID
Sunrise Musical, Hillbilly Hit Parade
KSTB, Breckenridge, Tex.
FOWLER, BILL
Musical Clock
WGPC, Albany, Ga.
FOWLER, JIM
Record Shop
WGPC, Albany, Ga.
FOX, LES
Music Box
WMMW, Meriden, Conn.
FRAIM, JOHN
Wabash Avenue Serenade
WTHI, Terre Haute, Ind.
FRANCIS, JACK
Saturday Date
WGAC, Augusta, Ga.
FRANCIS, JOE
WNHC, New Haven, Conn.
FRANKLIN, DON
Nightcap
WMAN, Mansfield, O.

FRANKLIN, JOE
B. Mar. 9, 1926, New York, N. Y.; Joe Franklin's Record Shop, WJZ; Antique Record Shop, WMCA; Echoes Of The Big Time, WMCA.

FRANKLIN, ROSS
Starlight Parade
KYNO, Fresno, Calif.

ART SCANLON

Humorist

WINS

New York

FRANTZ, WOODY
1490 Club Hillbilly Clock Watcher
WHOC, Philadelphia, Miss
FRASER, BILL
Request For Rhythm
WTOM, Bloomington, Ind
FRAY, JACQUES
Listening With J. Fray
WQXR, New York, N. Y.
FRAZIER, HAL
Breakfast Club
WSTP, Salisbury, N. C.
FRENCH, DICK
Tops In Pops
WELM, Elmira, N. Y.
FRENCH, JACK
KNOX, Grand Forks, N. Dak.
FRENKEL, MILT
Harmony Hall
KTLW, Texas City, Tex.
FRIEDMAN, STAN
Jazz Carnival
WJMJ, Philadelphia, Pa.
Platter Parade
FRIELING, JIM
WXRA, Kenmore, N. Y.
FROEMMING, ROBERT
Requestfully Yours
WFRW, Eau Claire, Wis.
FROST, DON
The Timekeeper
WIBB, Macon, Ga.
FROST, JACK
Rhapsody In Wax
KLER, Rochester, Minn.
FUNK, MARK N.
Music For Milady
WMGW, Meadville, Pa.
FUSCO, DAN
Timekeeper
WKAL, Rome, N. Y.

— G —

GABRIEL, DON
Dawn's Early Light
WJW, Cleveland, O.
GAINES, RUBEN
The Zero Hour
KFAR, Fairbanks, Alaska
GALLAHER, EDDIE
Moondial, Sundial
WTOP, Washington, D. C.
GARCIA, GENE
Unk Gene
WALT, Tampa, Fla.
GARDNER, JIMMY
KEBE, Jacksonville, Tex.
GARLAND, HOWARD
Here's Garland
WGBA, Columbus, Ga.
GARR, BILL
Bill Garr Show
KWKW, Pasadena, Calif.
GARRETT, LEE
WROV, Roanoke, Va.
GARRIS, SID
Symphony Sid Show
WJEL, Springfield, O.
GARRITY, BOB
Relaxing With Garrity
WGBB, Freeport, N. Y.
GARROWAY, DAVE
11:60 Club, Dave Garroway Show
WMAQ, Chicago, Ill.
GAY, CONNIE B.
Town And Country Time
WARL, Arlington, Va.
GAYLE, BOB
WROV, Roanoke, Va.
GEERS, SEMON
Morning Frolics
WNMP, Evanston, Ill.
GENIAL GENE
WGVI, Charlotte, N. C.
GENTILE, LARRY
Gentile Houseparty
WJBK, Detroit, Mich
GERAGHTY, LARRY
KOH Roundup
KOH, Reno, Nev
GERMANN, BILL
Record Session
WHUN, Huntingdon Pa.
GIBBONS, JAMES
WMAL, Washington, D. C.
GIBNEY, JOE
Old Joe's Klix Klub
KLIX, Twin Falls, Ida.
GIBSON, ALEC
Burnt Toast And Coffee
WVCG, Coral Gables, Fla
GIFFORD, ALEC
Southwest Stampede
KTBC, Austin, Tex.
GILBERT, JACK
WLEU, Erie, Pa.
GILDROY, RALPH
WFDF, Flint, Mich.
GILL, PAUL
Time To Remember
WCSH, Portland, Me.
GIROUX, LEE
Dollars Or Donuts
KGO, San Francisco, Calif.
GIVEN, JOE
Band Parade
WOV, New York, N. Y.
GLASS, LOUIS
Hoedown Harmonies
WTRC, Elkhart, Ind.
GLEASON, BOB
Requestfully Yours Coffee Club
WMSL, Decatur, Ala.
GLENN, ART
Club 970
WJMX, Florence, S. C.
GLOSSEN, LONNIE
The Party Line
KWHN, Fort Smith, Ark.
GOLDEN, HAL
1240 Club
WJTN, Jamestown, N. Y.
GOODLETTE, RICHARD H.
1340 Club
WKIC, Hazard, Ky.
GOODREAU, CECIL
Your Dancing Date
WVIM, Vicksburg, Miss.
GORDON, BILL
WHBQ, Memphis, Tenn.
GORDON, JIM
WNDR, Syracuse, N. Y.
GORDON, PHIL
Afternoon Swing Session
WWRL, Woodside, N. Y.
GORDON, ROBERT
Make Mine Music
KXRO, Aberdeen, Wash.
GORE, DEL
Del Gore Show
KYA, San Francisco, Calif.
GOSLIN, JOHN
KCBC, Des Moines, Ia.
GOSS, GENE
Platter Party
KLRA, Little Rock, Ark.
GRADY, JACK
Ramblin' Bob
KXOA, Sacramento, Calif.
GRADY, JOE
950 Club
WPEN, Philadelphia, Pa.
GRAHAM, BILL
Pop Parade
KDSH, Boise, Ida.
GRANT, FELIX
Tune Inn
WWDC, Washington, D. C.
GRANT, HAL
Musical Clock
WDBJ, Roanoke, Va.
GRANT, JOHNNY
Johnny Grant Show
KGIL, San Fernando Calif.
GRAVES, DON
Your On With Don
WHRV, Ann Arbor, Mich.
GRAY, HUGH
WDZ, Decatur, Ill.
GRAY, JACK
WHOS, Decatur, Ala.
GRAY, JOHN
Music For You
WDOD, Chattanooga, Tenn
GREGG, BOB
Morning Melodies
KPST, Preston, Ida.
GREGORY, GREG
Crew-Cut
KECK, Odessa, Tex.
GREEN, ART
Make Believe Ballroom
WMIE, Miami, Fla.
GREENBERG, HAL
Reveille Roundup
WILS, Lansing, Mich.
GREUEL, RICHARD
Teletunes
KFAR, Fairbanks, Alaska
GREY, TED
Yours And Mine
KSGM, Ste. Genevieve, Mo.
GRIFFIN, DAN
WGTM, Wilson, N. C.
GRIFFIN, HOWARD
What's Your Pleasure
KCRC, Enid, Okla.
GRIFFIN, WAYNE
Music From Roselawn
KSVP, Artesia, N. Mex.
GRIFFITHS, BILL
KOL, Seattle, Wash.
GRIFFITHS, BILL
Request Time
WKRT, Cortland, N. Y.
GRIM, CHARLES
Dreamtime
KXO, El Centro, Calif.
GRISSOM, GAIL
Tele-Quest Time
WTTS, Bloomington, Ind.
GRISWOLD, JACK
Studio A
WCSS, Amsterdam, N. Y.
GROFF, WILL
WJEJ, Hagerstown, Md.
GROMAN, JIMMY
Sleepy Jim
WMID, Atlantic City, N. J.
GROSS, DON
Melody Matinee
WAYX, Waycross, Ga.
GUERIN, BILL
That Program, Little Folks
WMFD, Wilmington, N. C.
GUIDI, HUGH
Top Spot
WTOP, Washington, D. C.
GUNN, BEN
Roll Jordan
WEAS, Atlanta, Ga.
GUSS, EDDIE
DJPR, Greenville, Miss.
GUTHRIE, BILL
Coffee Club
WTAW, College Station, Tex.
GWYNN, Z. V.
Easy Listening, Easy Does It
WIBC, Indianapolis, Ind.

— H —

HAASER, CHARLIE
To The Ladies
WMAS, Springfield, Mass.

HAGAN, STAN
Sugar And Spice
KANS, Wichita, Kans.
HAGEMAN, JIM
Musical Clock
WCHV, Charlottesville, Va.
HAGER, BILL
Hager Jazz Time
WKAT, Miami Beach, Fla.
HAGGERTY, FRED
Musical Greeter
WFPG, Atlantic City, N. J.
HAIT, MAL
Off The Record
WKIP, Poughkeepsie, N. Y.
HALE, HENRY
Million Dollar Parade
WDAS, Philadelphia, Pa.
HALE, PHIL
Phil Hale Show
WKNB, New Britain, Conn.
HALEY, THOMAS C.
Off The Record
WTAM, Cleveland, O.
HALL, CHARLIE
Wax Works, Savoy Junction
WCSC, Charleston, S. C.
HALL, FRED
Night Flight
WMIE, Miami, Fla.
HALL, JIM
Your Favorite Hymns
KTW, Seattle, Wash.
HALL, JIM
Corn In Carolina
WBBB, Burlington, N. C.
HALL, JOHN
WGBF, Evansville, Ind.
HALL, NORMAN
Strictly Informal
WOMI, Owensboro, Ky.
HALL, RUSS
Russ Hall Show
WJR, Detroit, Mich.
HALLOCK, TED
Potluck Party
KPOJ, Portland, Ore.
HAMBLEY, BOB
Rhythm, Ranch
WNJR, Newark, N. J.
HAMILTON, JIM
Record Shop
WIND, Chicago, Ill.
HAMILTON, WARD
WWNY, Watertown, N. Y.
HAMMONS, ELMER R.
Ross Record Shop
WGUY, Bangor, Me.
HAMRICK, TINY
Tune Time With Tiny
WKBW, Buffalo, N. Y.
HANCOCK, JOHN
Timekeeper Time
WKTY, La Crosse, Wis.
HANSON, KEN
Sunshine Hour
KXLF, Butte, Mont.
HARDIN, GENE
Hillbilly Ramble
WABB, Mobile, Ala.
HARDING, JIM
Talk Of The Town
WDAK, Columbus, Ga.
HARDY, JAMES
Platter Party
WIBC, Indianapolis, Ind.
HARMONSON, KEN
Your Program
KTW, Seattle, Wash.
HARNISH, BOB
Melody Matinee
WLAN, Lancaster, Pa.
HARPE, RONALD
Timeteller
WALT, Tampa, Fla.
HARRAL, HANK
Western Roundup
KSEL, Lubbock, Tex.
HARRILL, NELSON
Wake Up Time
WGWR, Asheboro, N. C.
HARRIS, BOB
WVNJ, Musical Matinee
WVNJ, Newark, N. J.
HARRIS, DAVID
Juke Box Review
KUBA, Yuba City, Calif.
HARRIS, HERB
The Mailman
WQXI, Atlanta, Ga.
HARRIS, JOHN
Record Matinee, Get Up And Get Happy
KSUN, Bisbee, Ariz.
HARRISON, CHARLIE
920 Club
KTLW, Texas City, Tex.
HARRISON, CHUCK
Juke Box Review
WAML, Laurel, Miss.
HARRISON, MEL
Amohalko-Sasnakra Serenade
KWHN, Fort Smith, Ark.
HARROVER, BEN
Coffee Time
KLFI, Dallas, Tex.
HART, GEORGE
New Sounds
WCAM, Camden, N. J.
HART, JIM
Saturday Night Musical
KTKT, Tucson, Ariz.
HART, MAURICE
Straight From The Heart
KFWB, Hollywood, Calif.
HARTLEY, JIM
Hillbilly Hit Parade, 1240 Club
WGGA, Gainesville, Ga.
HARVEY, DICK
Dick Harvey Show
WSAP, Portsmouth - Norfolk, Va.
HARVEY, HENRY
Carnival Of Music
KFBI, Wichita, Kans.
HARVEY, PAUL
Music As You Like It
KHMO, Hannibal, Mo.
HARVEY, TOM
Rhythm By Request
WVCH, Chester, Pa.
HASSING, DOUG
WMGY, Montgomery, Ala
HATCHER, JACK
Juke Box Review
WLEA, Hornell, N. Y.
HAVEMAN, TOM
Rumpus Room
KVOS, Bellingham, Wash.
HAWKE, ROHN
1260 Club
KVSF, Sante Fe, N. Mex.
HAWTHORNE, BEN
Breakfast With Ben
WTHT, Hartford, Conn.
HAY, TOM
Rockdale Reville
WMOC, Covington, Ga.
HAYNES, JERRY
Serenade That's New
KIXL, Dallas, Tex.
HEADRICK, KENNETH
KFGT, Fremont, Neb.
HEALY, NAUM
Fields, Variety Show
KAFY, Bakersfield, Calif.
HEAVILAN, BOB
WGIG, Brunswick, Ga.
HECKMAN, FRED
WTUX, Wilmington, Del.
HEDGEPETH, WILLIAM
Uncle Zeb
WCSC, Charleston, S. C.
HEGARD, KEN
WFOX, Milwaukee, Wis.
HELGESON, BOB
1230 Club
KISD, Sioux Falls, S. Dak.
HELLER, BOB
KTAE, Taylor, Tex.
HELLYER, ART
Ranch House Roundup
WMIL, Milwaukee, Wis.
HENDRICKS, RICK
Tic Toc Tunes
KAWT, Douglas, Ariz.
HENNESY, THOMAS
WJBF, Augusta, Ga.
HENRIKSON, LES
The Les Henrikson Show
WCON, Atlanta, Ga.
HENRY, GIL
Spinning Bandstand
KMUR, Murray, Utah
HENRY, OLLIE
After Hours
WJBC, Bloomington, Ill.
HENRY, PAT
Sierra Serenade
KXRX, San Jose, Calif.
HENSON, JERRY
WKYB, Paducah, Ky.
HERMAN, DON
Music Mart
WPAG, Ann Arbor, Mich.
HERNANDEZ, PATSY
Highway Of Melody
WFOY, St. Augustine, Fla.
HERRICK, SHERB
850 Club
WXKW, Albany, N. Y.
HERRIN, WINDY
Musical Clock
WCCP, Savannah, Ga.
HERSON, BILL
The Timekeeper
WRC, Washington, D. C.
HESS, BILL
Bill The Bell Boy
WKRG, Mobile, Ala.
HESS, JIM
Cowboy Jubilee
WKGN, Knoxville, Tenn.
HESTER, JESS
WVIM, Houseparty
WVIM, Vicksburg, Miss.
HEWEY, DOWNEY
WSOY, Decatur, Ill.
HICKMAN, RUSS
Melody Lane
WEPM, Martinsburg, W. Va.
HICKOK, BILL
Alarm Clock Club, Open House
WXKW, Albany, N. Y.
HICKS, JOHN
Hick's Hayride
KEPO, El Paso, Tex.
HIGGINBOTHAM, JERRY
Midnight Serenade
KMJ, Fresno, Calif.
HIGGINS, CLYDE
Nite Club Of The Air
WSTV, Steubenville, O.
HILEY, JOE
KGY, Olympia, Wash.
HILL, EDDIE
Eddie Hill Show
WMPS, Memphis, Tenn.
HILL, F. R., JR.
Hit The Deck
WTSV, Claremont, N. H.
HIRSCH, WOODY
Melody Ranch
KUTA, Salt Lake City, Utah

HIXSON, GLEN
Swingtime
WJAG, Norfolk, Nebr.
HOFF, HOLLIS
Homespun Harmony
KVNJ, Fargo, N. Dak.
HOGAN, ED
Hogan's Alley
KWBC, Ft. Worth, Tex.
HOGAN, MARTY
Merry Go Round, Music Mart, Where's Hogan
WCFL, Chicago, Ill.
HOGAN, MARTY
Stars On Parade
WJJD, Chicago, Ill.
HOGGATT, JACK
Wake Up Yakima
KIT, Yakima, Wash.
HOLLAND, CLIFFORD D.
WOOK, Silver Spring, Md.
HOLLINGSWORTH, DENNIS
1450 Club
WWNR, Beckley, W. Va.
HOLM, CLAYT
Out West Special
KOVE, Lander, Wyo.
HOLMAN, KNOX
Holman's Hoedown
WSFA, Montgomery, Ala.
HOLMES, B. RICHARD
WAMS, Wilmington, Del.
HOLTZ, THOMSON
Pot Luck
WOW, Omaha, Neb.
HOOD, JOHN
1450 Club
WGNS, Murfreesboro, Tenn.
HOOKS, RALPH
Alarm Clock Club
KWSL, Lake Charles, La.
HOOVER, CHUCK
Star Spotlight
WHKK, Akron, O.
HOPE, WINKIE
Midnight Ballroom
WTAR, Norfolk, Va.
HOPKINS, BILL
Hillbilly Hoedown
WKNA, Charleston, W. Va.
HOPKINS, WES
920 Club, Lucas Bandstand
WTTM, Trenton, N. J.
HORN, BOB
1460 Club
KIMA, Yakima, Wash.
HOUGLUM, ROBERT
Studio Party
KASH, Eugene, Ore.
HOWARD, "TOBE"
WGRC, Louisville, Ky.
HOWRIGAN, CAL
Coffee Concert
WTYS, Marianna, Fla.
HUBBELL, HARRY
Yawn Patrol
WILM, Wilmington, Del.
HUDIMAC, JOHN
WFKY, Frankfort, Ky.
HUDSON, BOB
1240 Club
KVNI, Coeur D'Alene, Ida.
HUDSON, GEORGE
Downbeat Club
WCAP, Asbury Park, N. J.
HUDSON, HARVEY L.
1450 Club
WLEE, Richmond, Va.
HUGHES, RUSH
WCFL, Chicago, Ill.
HUGHES, TOM
Mailbag
WSLS, Roanoke, Va.
HULBERT, MAURICE
Tan Town Jubilee, Sepia Swing Club
WDIA, Memphis, Tenn.
HULL, DICK
One Two Three Club
WFRP, Savannah, Ga.
HULL, HARWOOD, JR.
Caribbean Matinee
WAPA, San Juan, P. R.
HULL, HOLLIS C.
Sleep Walkers' Serenade
KVOO, Tulsa, Okla.
HUNTER, BEN
KEX, Portland, Ore.
HUNTER, DAN
WFDF, Flint, Mich.
HURST, ED
Ed Hurst Show
WPEN, Philadelphia, Pa.
HURST, WILSON
Music In The Night
KTHS, Hot Springs, Ark.
HUSING, TED
Bandstand, WMGM; St. Nick Boxing ,CBS-TV.
HUSTEN, HARVEY
PM Platter Party
WABY, Albany, N. Y.
HUSTUS, CLAUDE
WTUX, Wilmington, Del.
HUTCHINSON, HARDY
Melody Quiz
KHBC, Hilo, T. H.
HUTCHINSON, JIMMIE
Boogie Man
WHSY, Hattiesburg, Miss.
HUTCHINSON, JOHN
1340 Platter Party
WGAU, Athens, Ga.

—I—

IDE, CARL
Carl Ide Calling
WNJR, Newark, N. J.
IHLENFELD, WARREN
Take It Easy Time
WISR, Butler, Pa.
INGRAM, BILL
Matinee At Melody Lane
KSYL, Alexandria, La.
IRVING, BOB
WLAP, Lexington, Ky.
IRVING, PAUL
Midnight Flyers
WEDC, Chicago, Ill.
ISON, STEVE
Magic Valley Jamboree
WTIP, Charleston, W. Va.

—J—

JACKSON, LEE
All Nite Club
WAPO, Chattanooga, Tenn.
JACKSON, SANDY
Rhythm Inn
KBON, Omaha, Nebr.
JACKSON, TOM
Time N' Tunes
WKAB, Mobile, Ala.
JACOBSEN, DICK
1230 Club
KXO, El Centro, Calif.
JAMERSON, PETER
1230 Club
WNEB, Worcester, Mass.
JAMES, BOB
Hi School Hop
WMAN, Mansfield, O.
JAMOND, WALTER
Serve Yourself Jamboree
KROW, Oakland, Calif.
JARVIS, AL
Make Believe Ballroom
KLAC, Hollywood, Calif.
JENKINS, BILL
WEAM, Arlington, Va.
JENKINS, WAYNE
Variety Hour
WBOW, Terre Haute, Ind.
JENNINGS, AL
The A. J. Show
WCCP, Savannah, Ga.
JENSEN, PAUL
Paul's Platter Party
KOLN, Lincoln, Nebr.
JENSEN, RAN
RCA Victor Varieties
WOC, Davenport, Ia.
JENSEN, SAM
The Sam Jensen Show
KCRG, Cedar Rapids, Ia.
JEWELL, TONY
Variety Capers
KIUL, Garden City, Kans.
JOHNNY, HAPPY
WBMD, Baltimore, Md.
JOHNS, BROOKE
Morning In Maryland
WBCC, Bethesda, Md.
JOHNSON, CARL
Nightcap Revue
KDIX, Dickinson, N. Dak.
JOHNSON, DEAN
Club 970
KLER, Rochester, Minn.
JOHNSON, DOTTIE
Dottie's Daily
KSON, San Diego, Calif.
JOHNSON, IRWIN
Early Worm
WBNS, Columbus, O.
JOHNSON, ROBERT
Alarm Clock Club, Musical Clock
KFOR, Lincoln, Nebr.
JOHNSON, TED
Pajama Party
WHRV, Ann Arbor, Mich.
JOHNSTON, JIMMY
Cousin Jim
WNDB, Daytona Beach, Fla.
JOHNSTON, WAYNE
KAMQ, Amarillo, Tex.
JONES, ARMAND
K-Bar Round Up
KVET, Austin, Tex.
JONES, BILL
KLZ, Denver, Colo.
JONES, BOB
Time For A Song
KFAB, Omaha, Neb.
JONES, BOB
Groans By Jones
WBIG, Greensboro, N. C.
JONES, ROD
1240 Club
WJNC, Jacksonville, N. C.
JONES, ROY
Request Granted
WMOC, Covington, Ga.
JONES, TAD
Alarm Clock Club
KAVR, Havre, Mont.
JONES, TOM
Dizzy Fingers
WRFS, Alexander City, Ala.
JOSEPH, EDDY
The Eddy Joseph Show
WHLD, Niagara Falls, N. Y.

—K—

KAISER, RON
Musical Reveille
KWOC, Poplar Bluff, Mo.
KALMUS, LEE
Stairway to the Stars, WMGM
KALASHIAN, PAUL
Dance Time
WGGG, Gainesville, Fla.
KANE, DAVE
WLAU, Laurel, Miss.

KAUFFMAN, ARNOLD C.
Bandstand
WMBM, Miami Beach, Fla.

KAY, BOB
Cheer-Up Party
WAVE, Louisville, Ky.

KEITEL, JAMES
Western Matinee
KMUS, Muskogee, Okla.

KEITH, BOB
Bob Keith Show
WLOF, Orlando, Fla.

KELLER, NORM
As You Like It
WCNH, Quincy, Fla.

KELLER, O. J., JR.
Juke Box Serenade
WTAX, Springfield, Ill.

KELLEY, BUDDY
Hillbilly Hoedown
KSUN, Bisbee, Ariz.

KELLY, TOM
Swing Session
WARM, Scranton, Pa.

KENNEDY, BOB
WHB, Kansas City, Mo.

KENNEDY, LOU
Studio Party
WORZ, Orlando, Fla.

KENNEY, TED
WAEB, Allentown, Pa.

KENT, PATSY
Night Flight
WMIE, Miami, Fla.

KEY, JIMMY
Jimmy's Program
KANS, Wichita, Kans.

KEYSER, WARREN
Musical Nightcap
WILM, Wilmington, Del.

KILEY, TIM
Tim And Ed
WNMP, Evanston, Ill.

KILPATRICK, FRANK
Club 1500
KXRX, San Jose, Calif.

KING, BOB
Wax Works
KSOO, Sioux Falls, S. Dak.

KING, CHARLES
Platter Shop
WKAL, Rome, N. Y.

KING, EARL
Lem Hawkins Shows
KFGO, Fargo, N. Dak.

KING, JIM
Needlework, At Your Request
KDMO, Carthage, Mo.

KING, JOHN E.
Musical Clock
WROB, West Point, Miss.

KING, MERCER
WVOP, Vidalia, Ga.

KING, NELSON
Daily Hit Parade, Jamboree
WCKY, Cincinnati, O.

KING, PEE WEE
(See Radio-TV Artists)

KING, VERN
Platter Parade
WIL, St. Louis, Mo.

KING, WALLY
Fun And Frolics
WATR, Waterbury, Conn.

KIRBY, BILL
Music In The Afternoon
WHCU, Ithaca, N. Y.

KIRBY, JERRY
Two-Thirty Session
WKBB, Dubuque, Ia.

KIRBY, JIMMY
Alabama Hayloft Jamboree
WAPI, Birmingham, Ala.

KISER, JIMMY
Luncheon With Music
WSOC, Charlotte, N. C.

KISTLER, JACK
Call And Collect
WFPB, Middletown, O.

KITTLESON, CURT
Scandinavian Melody Time
KXLF, Butte, Mont.

KLAVEN, GENE
WBMD, Baltimore, Md.

KLEIN, ED
Cousin Ed Show
WWXL, Peoria, Ill.

KLEY, HERBERT
Polka Platter Parade
WLIP, Kenosha, Wis.

KLINKERMANN, DALE
Midnight Frolic
KMAC, San Antonio, Tex.

KLYCE, KENNETH M.
WTPR, Paris, Tenn.

KNIGHT, DICK
Dick Knight Show
KYNO, Fresno, Calif.

KNIGHT, FRED
Knight Club
WIBG, Philadelphia, Pa.

KNIGHT, KEN
Musical Clock
WTCO, Campbellsville, Ky.

KNIGHT, LARRY
Tempos At Ten, N. C.

KNIGHT, TED
WFNS, Burlington, N. C.

KNUTSON, HAL
Keniters Klub
KENI, Anchorage, Alaska

KNUTSON, KEN
Afternoon Tune-Time
KLPM, Minot, N. Dak.

KOCH, ORV
KFNF, Shenandoah, Ia.

KOHL, JAMES
Early Risers Party
WBOW, Terre Haute, Ind.

KOLB, HAROLD
Musical Showcase
WARC, Rochester, N. Y.

KOONS, BOB
Jazz Show
KMO, Tacoma, Wash.

KOVACIC, FRANK
Juke Box Jamboree, The Wax Museum
KMVI, Wailuku, Maui, T. H.

KOVACS, ERNIE
Koffee With Kovacs
WTTM, Trenton, N. J.

KRAFFT, BOB
Disc Derby
KXXX, Colby, Kans.

KRIEGEL, GIL
Laff With Lunch
WITH, Baltimore, Md.

KRUPP, LARRY
Anything Goes
WJW, Cleveland, O.

KRUSBERG, ROY J.
WRLD, West Point, Ga.

—L—

LABBY, LEN
KSJO, San Jose, Calif.

LACY, JACK
Listen To Lacy, Bushels of Fun;
WINS, New York, N. Y.

LADD, JIMMIE
Humpus Room
KHON, Honolulu, T. H.

LAFFERTY, HERB
Penthouse Party
WTOL, Toledo, O.

LAIRD, JERE
Music in the Night
KHBC, Hilo, T. H.

LaMAR, JACK
Housewives Serenade, Club 18
WCAM, Camden, N. J.

LAMB, BILL
Jam For Breakfast
WBBC, Flint, Mich.

LAMB, JAY H.
WRLD, West Point, Ga.

LaMERE, ROY
Your Bad Roy
WFHR, Wisconsin Rapids, Wis.

LANDFEAR, DEAN
Off The Record
WMT, Cedar Rapids, Ia.

LANE, ALICE
WOOK, Silver Spring, Md.

LANSON, SNOOKY
Snooky's Song Shop
WSM, Nashville, Tenn.

LAPAN, DON
Don Lapan Show
KTRB, Modesto, Calif.

LARKIN, DON
Night Time Frolic
WAAT, Newark, N. J.

LARSON, PAUL
Timekeeper
WNEB, Worcester, Mass.

LARSON, RAY
Tune Shop
KXLF, Butte, Mont.

LASSITER, CHAD
Chad Lassiter Show
WDXI, Jackson, Tnen.

LATTING, BOB
Surprise Party
KOCY, Oklahoma City, Okla.

LAUX, ED
Requestfully Yours
WINZ, Hollywood, Fla.

LAWRENCE, JACK
Friendly Time
WIRL, Peoria, Ill.

LAWRENCE, LARRY
Request Time
WAGE, Syracuse, N. Y.

LAWRENCE, LARRY
Larry Lawrence Show
WKBW, Buffalo, N. Y.

LAWRENCE, PAUL
Needles & Spins
WVCH, Chester, Pa.

LAWSON, JACK
Melody Ballroom
KXOA, Sacramento, Calif.

LEACH, BOB
Clockwatcher
WRUF, Gainesville, Fla.

LeCLERCQ, GREGORY
KIFI, Idaho Falls, Ida.

LEE, BETTY
Woman's Magazine
WJJL, Niagara Falls, N. Y.

LEE, DAVE
Dave Lee Show
WKJG, Fort Wayne, Ind.

LEE, DAVE
Hi Neighbor
WLOK, Lima, O.

LEHMANN, TED
The Wax Shop
WATO, Oak Ridge, Tenn.

LEHNOFF, BILL
Moments With the Masters
KTW, Seattle, Wash.

LEIGHTON, JERRY
Morning Madhouse
WKIC, Hazard, Ky.

LEIGHTON, JACK
At Your Request
KTOP, Topeka, Kans.

LEMEN, MATT
Tempo Rendezvous
KOPO, Tucson, Ariz.
LEMER, BILL
9 O'Clock Special
KWYO, Sheridan, Wyo
LEONARD, BUD
62 Club
WRBC, Jackson, Miss.
LEONARD, HOWIE
WALE, Fall River, Mass.
LERNER, SAUL
1300 Radio Row
WLIZ, Bridgeport, Conn.
LESTER, JACK
WEMR, Chicago, Ill.
LEVENSON, LESLIE
WSYB, Rutland, Vt.
LEWIS, AL
WKRG, Mobile, Ala.
LEWIS, DON
WEBJ, Brewton, Ala.
LEWIS, ED
920 Club
KFXJ, Grand Junction, Colo.
LEWIS, GEORGE
Music By Request
WCBM, Baltimore, Md.
LEWIS, LEON
WOKO, Albany, N. Y.
LEWIS, MILT
You Asked For It
WXLW, Indianapolis, Ind.
LEZOTTE, GEORGE
Music Box
WAVZ, New Haven, Conn.
LIBUTTI, GEORGE
Melody Matinee
WRNY, Rochester, N. Y.
LIND, CHICK
Chick Lind Show
WSRS, Cleveland, O.
LINDER, VAL
KEX, Portland, Ore.
LINDSEY, JAMES H.
Roy's Record Room
KWSL, Lake Charles, La.
LINTON, PETE
WTPR, Paris, Tenn.
LINVILLE, BOB
Swing Shift
WCAE, Pittsburgh, Pa.
LITCH, UNCLE
Cornfield Frolics
WPAL, Charleston, S. C.
LIVELY, LEE
Lively Show
WLOW, Norfolk, Va.
LIVEZEY, THOMAS E.
Melody Ranch
WKAP, Allentown, Pa.
LLOYD, TOM
Coffee Club
WSWN, Belle Glade, Fla.
LOCKHART, HARRY
Hits For Mrs.
KTHS, Hot Springs, Ark.
LOHMEIER, BILL
930 Club
WSLI, Jackson, Miss.
LOKEY, FRANK
Spartan Time
WORD, Spartanburg, S. C.
LONG, TED
Platter Party
KCBD, Lubbock, Tex.
LONGCHAMP, BOB
Club 1450
WKXL, Concord, N. H.
LONGFELLOW, TOMMY
Rise And Shine
KHOZ, Harrison, Ark.
LONGWORTH, BILL
Free And Easy
WGBI, Scranton, Pa.
LORENZ, GEORGE
Twin Cities Hour
WJJL, Niagara Falls, N. Y
LOTZ, VERN
Valley Roundup
KVNJ, Fargo, N. Dak.
LOUNSBURY, JIM
Night Watch
WIND, Chicago, Ill.
LOW, RAMBLIN
Rainbow Ridge
WJJL, Niagara Falls, N. Y.
LOWE, JACK
1450 Club
WWDC, Washington, D. C.
LOWE, JIM
The Lowe Down
WIRE, Indianapolis, Ind.
LOWERY, BYRON
KWTX, Waco, Tex.
LOWRY, LEW
Melody Merchant
KOOL, Phoenix, Ariz.
LUCAS, BEN
Talk of the Town
WRGA, Rome, Ga.
LUCAS, WILLIAM
Time And Tempos
KOLN, Lincoln, Nebr.
LUDWIG, JAMES
WLEU, Erie, Pa.
LUKENS, NED
Jack The Bell Boy
WEAS, Atlanta, Ga.
LUND, GEORGE
Musical Clock
WSSV, Petersburg, Va.
LUNDQUIST, JACK
KDZA, Pueblo, Colo.
LUPO, JAMES
Hayloft Jamboree
WROM, Rome, Ga.
LUPTON, JOHNNY
Rhythm By Request
WLAN, Lancaster, Pa.
LYLES, JOHNNIE
Blues, Bounce And Boogie
KALB, Alexandria, La.
LYNN, BOB
Bob Lynn Show
WIOD, Miami, Fla.
LYNN, FRED
Musical Clock
KGBX, Springfield, Mo.
LYNN, S. KEN
Saturday Party, Ken Lynn Calling
WLW, Cincinnati, O.

—Mc—

McADOO, DICK
Yawn Patrol
WGBG, Greensboro, N. C.
McCALL, JACK
McCall Comes Calling
KSYL, Alexandria, La.
McCARTHY, RED
Platter Chatter
WHBG, Harrisburg, Pa.
McCARTNEY, DICK
Western Roundup
KMUS, Muskogee, Okla.
McCAY, RAY
Ray McCay Show
WQXI, Atlanta, Ga.
McCOY, BILL
McCoy's Mad House
KWNW, Wenatchee, Wash.
McCREARY, MACK
KEBE, Jacksonville, Tex.
McCUNE, DON
Prevues And Melody
KFAR, Fairbanks, Alaska
McDANIELS, ROBERT
Record Shop
KSVP, Artesia, N. Mex.
McDONALD, FRANK
Merry-Go-Round
WCOP, Boston, Mass.
McDONALD, JAY
Record Club
WEW, St. Louis, Mo.
McDONALD, TEX
Ripley Request Time, Mason, Fleming And Brown County Matinees
WFTM, Maysville, Ky.
McDONOUGH, JAMES F.
Make Your Own Music
WHUC, Hudson, N. Y.
McDOWALL, RODDY
Roddy McDowall Show
KMPC, Los Angeles, Calif.
McELROY, MAC
Top Of The Morning
WIKK, Erie, Pa.
McENANEY, JOHN
Hooner J. Socker
WIZE, Springfield, O.
McEWEN, PETE
Club AM
WMLS, Sylacauga, Ala.
McFADDEN, BOB
Requestfully Yours
KSIM, Sikeston, Mo.
McGARRY, MAC
The Mac McGarry Show
WBEC, Pittsfield, Mass.
McGOVERN, TOM E.
KROD, El Paso, Tex.
McGRATH, NED
Mailbag Matinee
WHDL, Olean, N. Y.
McHUGH, JACK
Seven Thirty Club
WHWL, Nanticoke, Pa.
McKAY, TED
Hit Tune Party
WKNA, Charleston, W. Va.
McKEE, BOB
KWFC, Hot Springs, Ark.
McKENNA, JACK
Listen And Win
WEBC, Duluth, Minn.
McKENZIE, ED
Jack The Bellboy
WJBK, Detroit, Mich.
McKINNEY, GEORGE
KAMQ, Amarillo, Tex.
McKINNEY, HAMP
Mac's Merry Madhouse
KTIP, Porterville, Calif.
McKINNEY, WILLIAM C.
1490 Club
KXRJ, Russellville, Ark.
McKINNON, BOB
1050 Club
WRFS, Alexander City, Ala.
McKNIGHT, JOHN
Music Hall
WVNJ, Newark, N. J.
McLAUGHLIN, BOB
570 Club
KLAC, Hollywood, Calif.
McLAURIN, FRANK
Homemakers Harmonies
KFXM, San Bernardino, Calif.
McLEAN, DEAN
Hillbilly, D. J.
KWBC, Ft. Worth, Tex.
McLEAN, JOHN
Music Til Midnite
WPDQ, Jacksonville, Fla.
McMASTER, JOHN
Sports Matinee
WMEX, Boston, Mass.
McMILLAN, RAY
Mailbag
WJAG, Norfolk, Nebr.
McNEIL, IDA A.
KGFX, Pierre, S. Dak.

McPHERSON, CLYDE
Ranch Party Time
WROB, West Point, Miss.
McPHERSON, GAYLORD
Morning Serenade
WDOD, Chattanooga, Tenn.
McRAE, DUANE
Breakfast In Bedlam, Album Of Musical Memories
KROY, Sacramento, Calif.
McROBERTS, EARL
WXLT, Ely, Minn.

—M—

MAAS, DON
1450 Club
KSEM, Moses Lake, Wash.
MABRY, DICK
A Man And His Music
WIBG, Philadelphia, Pa.
MACK, BILL
Stomp-Time
WEDC, Chicago, Ill.
MACK, JACK
Country Store
WULA, Eufaula, Ala.
MACK, JIMMY
Yawnin' In The Morning, Matinee At 1060
WHFB, Benton Harbor, Mich.
MACK, TY
KWOA, Worthington, Minn.
MACK, WALLY
Jive At Five
WBBB, Burlington, N. C.
MacKELVIE, ART
Art MacKelvie Show
KHQ, Spokane, Wash.
MacLEAN, JEAN
1240 Club, It's Up To You
KAVR, Havre, Mont.
MADISON, BOB
Sunrise Serenade
WMAW, Milwaukee, Wis.
MADISON, LARRY
Larry's Roundtable
KVRS, Rock Springs, Wyo.
MAEL, MERRILL
Morning Mael
KENI, Anchorage, Alaska
MAGINNIS, BILL
Breakfast In Bedlam
KSYC, Yreka, Calif.
MAGNUS, JOHN
RL Juke Box
WWRL, Woodside, N. Y.
MAHONEY, JOHN
Harlem Hit Parade
KFRD, Rosenberg, Tex.
MALCOLM, HOWARD
Morning Watch, Record Rack
WCOP, Boston, Mass.
MALLOY, DICK
WHNC, Henderson, N. C.
MALLOY, LES
1260 Club, Request-By-Wire
KYA, San Francisco, Calif.
MANDRAKE, CHARLES
WICA, Ashtabula, O.
MANNES, HARL
Party Line
KAFY, Bakersfield, Calif.
MANNING, RAY
Ray Manning Show
WIL, St. Louis, Mo.
MANSER, LYMAN
WWNY, Watertown, N. Y.
MARCOTTE, PAUL
Platter Patter
KPOJ, Portland, Ore.
MARIANI, JOHN
Italian Melodies
WAVZ, New Haven, Conn.
MARSHALL, BOB
Party Line
WGBS, Miami, Fla.
MARSHALL, JERRY
Music Hall
WNEW, New York, N. Y.
MARSHALL, JIM
WTOB, Winston-Salem, N. C.
MARTIN, BOB
Record Roundup
WALT, Tampa, Fla.
MARTIN, BOBBY
KWTX, Waco, Tex.
MARTIN, JOE
Music Shop
WTMV, East St. Louis, Ill.
MARTIN, JOHNNY
Red, Hot And Blue
WERD, Atlanta, Ga.
MARTIN, MURPHY
Woodchoppers Ball
KTRE, Lufkin, Tex.
MARTIN, WINSTON
KFRU, Columbia, Mo.
MARVIN, BILL
Off The Record
KSON, San Diego, Calif.
MASI, MARIE, E.
WHBI, Newark, N. J.
MASI, WILLIAM A.
WHBI, Newark, N. J.
MASINGILL, LUTHER
Loafin' With Luther
WDEF, Chattanooga, Tenn.
MASON, DON
Club 970
KLER, Rochester, Minn.
MASON, JOHNNIE
Juke Box Serenade, Rhythm At Random
WKAI, Macomb, Ill.
MASSEY, BOB
Morning Bandwagon
WINZ, Hollywood, Fla.
MASTERS, BOB
Invitation To Dream
KXOA, Sacramento, Calif.
MATEL, CHET
Records For Romance
WOOD, Grand Rapids, Mich.
MATHESON, MAC
Dude Ranch Roundup
KTUC, Tucson, Ariz.
MASTRANGA, JACK
Juke Box Revue
KSYC, Yreka, Calif.
MATTESON, BOB
KT Kapers
KTKT, Tucson, Ariz.
MATTESON, DEAN
WLAU, Laurel, Miss.
MATTHEWS, BILL
Record Room
WMIS, Natchez, Miss.
MATTHEWS, JOHNNY
WDUN, Gainesville, Ga.
MATTISON, HENRY
Rhythm Ranch
KFBI, Wichita, Kans.
MAXIM, DICK
Juke Box Party
WMID, Atlantic City, N. J.
MAXWELL, BOB
Bob Maxwell Show
WWJ, Detroit, Mich.
MAXWELL, CHUCK
Variety Matinee, Night Watchman
WREN, Topeka, Kans.
MAYER, BILL
Mayer Of The Morning
WGAR, Cleveland, O.
MAYFIELD, ROBERT
KROD, El Paso, Tex.
MAYNARD, BILL
Disc Jockey Jamboree
KAMD, Camden, Ark.
MEADOR, V. H.
Calling You, Your Music
WITA, Santurce, P. R.
MEARIAN, MIKE
Mike Mearian Show
WKBW, Buffalo, N. Y.
MELLOY, JACK
Rainbow Rendezvous
WHOT, South Bend, Ind.
MELTON, FRANK
Frank Melton Show
WDXI, Jackson, Tenn.
MELVILLE, ROLLIE
KOAT, Albuquerque, N. Mex.
MENDELL, ED
Dr. Jive
WDAK, Columbus, Ga.
MENDENHALL, MENDY
Strictly Off The Record
KASI, Ames, Ia.
MENTZER, A. E.
WJEJ, Hagerstown, Md.
MERCEIN, TOM
1340 Club
WEMP, Milwaukee, Wis.
MERCER, CLIFF
Hillbilly Jamboree
WLOU, Louisville, Ky.
MERCER, JOHNNY
Housewives Matinee
WHAP, Hopewell, Va.
MERCHANT, BILL
850 Club
WKBZ, Muskegon, Mich.
MERCIER, RAY
Matinee Frolic
WPOR, Portland, Me.
MERRIOTT, RAY
Yawn Patrol
KWTO, Springfield, Mo.
MESNER, PETER
WNAE, Warren, Pa.
MESSER, FRANK
Spinner Sanctum
WSKY, Asheville, N. C.
METZLER, ART
Up 'N Atom, Teen Timer's Party
WATO, Oak Ridge, Tenn.
MEYER, BILL
All Request Program
WLDS, Jacksonville, Ill.
MEYERS, DON
WHBC, Canton, O.
MEYERS, WILLIAM
Breakfast With Bill
WPTR, Albany, N. Y.
MICHAEL, BILL
Spinning the Tops
KMAC, San Antonio, Tex.
MICHAEL, JOHN
The Timekeeper
WERC, Erie, Pa.
MICHEL, BOB
Bob Michel Show
WKRT, Cortland, N. Y.
MICHELSEN, BILL
1240 Club
KFBC, Cheyenne, Wyo.
MIDDLETON, DAVE
1460 Club
KIMA, Yakima, Wash.
MILBURN, DEAN
WKID, Urbana, Ill.
MILFORD, BOB
1240 Club
WCHV, Charlottesville, Va.
MILLER, DAVE
Home Town Frolic
WAAT, Newark, N. J.
MILLER, HAL
Picadilly Show
KOH, Reno, Nev.
MILLER, JOHNNY
Johnny Miller's Jamboree
WAIR, Winston-Salem, N. C.

MILLER, LeROY
Breakfast Club
WFIL, Philadelphia, Pa
MILLER, OTIS
KCHS, Hot Springs, N Mex
MILLER, PAUL
Kitchen Kapers
WHOK, Lancaster, O.
MILLER, ROSS
Juke Box Jungles, Your Box At The Opera
WTIC, Hartford, Conn.
MILLER, TOBY
Studio Party
WNAO, Raleigh, N. C.
MILLS, JIM
Morning Express
WKGN, Knoxville, Tenn.
MILNE, JAMES T.
WNHC, New Haven, Conn.
MILNER, ART
The Record Shop
WHIM, Providence, R. I.
MILVIHILL, JOSEPH P.
1100 Club
WTAM, Cleveland, O.
MIMS, BILL
The A Train
WCON, Atlanta, Ga.
MITCHELL, BILL
Disc Jockey Jump
WJMW, Athens, Ala.
MITCHELL, BORIS
WORZ, Orlando, Fla.
MITCHELL, FRED
Hub Cap Parade
WJLB, Detroit, Mich.
MITCHELL, MARK
Early Birds
WKBV, Richmond, Ind.
MITCHELL, PAUL
WHAT, Philadelphia, Pa.
MITCHELL, RAY
Call A Tune
KGEM, Boise, Ida.
MIZNER, CHUCK
KAMQ, Amarillo, Tex.
MOFFATT, RALPH
Say It With Music, Music's No Mystery
WCCO, Minneapolis, Minn.
MOFFETT, JERRY
Sunnyside Up
KTFI, Twin Falls, Ida.
MONKMAN, ROBERT
WRJN, Racine, Wis.
MONROE, CAL
Record Rendezvous
WCAP, Asbury Park, N. J.
MONROE, HANK
Juke Box Serenade
WOLF, Syracuse, N. Y.
MONROE, JOE
Camptown Radio, Tea And Trumpets, Monroe's Ayem Mayhem
KENT, Shreveport, La.
MONSON, PAUL
Melody Express
WHAS, Springfield, Mass.
MONTGOMERY, DOUG
Delta Disc Derba
KUBC, Montrose, Colo.
MONTGOMERY, JOHN R.
Melody House
WICC, Bridgeport, Conn.
MOONEY, FRANK
Request, Please
WHUM, Reading, Pa.
MOORE, BERNIE
Bernie And Ray Matinee, Request Matinee
WKNB, New Britain, Conn.
MOORE, BILL
1340 Club
WFIG, Sumter, S. C.
MOORE, BOB
Bob Moore Show
WLAW, Lawrence, Mass.
MOORE, JACK
Hillbilly Roundup
KAKC, Tulsa, Okla
MOORE, REV. GATEMOUTH
Light Of The World
WDIA, Memphis, Tenn.
MOORE, ROBERT
Ten Top Tunes of the Week
KHBC, Hilo, T. H.
MOORE, VIRGIL
Time For Jive
WGWC, Selma, Ala.
MORAN, JACK
Pitchin' Kurvs
KURV, Edinburg, Tex.
MORAN, JACK
WMON, Montgomery, W. Va.
MORE, UNCLE TOM
Club 99, Jamboree
WNOX, Knoxville, Tenn.
MORELAND, HARRY A.
Cousin Harry's Hayloft
WROL, Knoxville, Tenn.
MORGAN, HAL
Musical Inn
WGAR, Cleveland, O.
MORGAN, RICK
Symphony Out Of The Night
KFXJ, Grand Junction, Colo.
MORGAN, ROBERT
WMBO, Auburn, N. Y.
MORRIS, CHARLES
Breakfast On The Range
KMO, Tacoma, Wash.
MORRIS, JIMMIE
Matinee With Morris
WSAT, Salisbury, N. C.
MORRIS, JOHNNY
Music With Morris
WTOR, Torrington, Conn.
MORRIS, LeROY
RFD 1490
WEAR, Pensacóla, Fla.
MORROW, JACK
Hickory Shindig
WIBC, Indianapolis, Ind.
MORTON, LEW
Salty Morton, Morton's Matinee
WJNO, West Palm Beach, Fla.
MOSLEY, E. A.
KREM, Spokane, Wash.
MOUNTEER, JOHN
Mood Indigo
WPTR, Albany, N. Y.
MOYES, JACK
Platter Patter
KPOJ, Portland, Ore.
MUNRO, RED
Record Rack, Night Owl Club
WCOG, Greensboro, N. C.
MUNZELL, ADRIAN
Showtime
WTMA, Charleston, S. C.
MURPHY, BOB
Bob Murphy Show
WJBK, Detroit, Mich.
MURPHY, BOB
Hi Neighbor
WJMR, New Orleans, La.
MURPHY, WILLIAM
Musical Clock
WLIZ, Bridgeport, Conn.
MURRAY, HAL
Murray-Go-Round
WMIE, Miami, Fla.
MURRAY, JOHNNY
The Murray-Go-Round
KLIF, Dalas, Tex.
MURRAY, PHILIP
Musical Clock
WMTW, Portland, Me.
MUSE, JAMES
Lazy Rhythm Time
WIOU, Kokomo, Ind.
MUXFELD, FRED
Twin City Tapestry
WJBC, Bloomington, Ill.

—N—

NABORS, CHICK
Musical Spree
WQBC, Vicksburg, Miss.
NABORS, TED
Top O' The Morning, At Your Service
WTHT, Houston, Tex.
NAPIER, BYRON
Ballads And Byron
KCRC, Enid, Okla.
NARZ, JIM
Yawn Patrol
WLOU, Louisville, Ky.
NASH, BOB
Birthday Party
WINK, Fort Myers, Fla.
NATHAN, NORMAN
Platter Chatter
WMEX, Boston, Mass.
NATION, HERSCHEL
Disko Pation
WAGC, Chattanooga, Tenn.
NAUSBAUM, MORT
WHAM, Rochester, N. Y.
NEAL, BILL
WGTM, Wilson, N. C.
NEAL, BOB
Bob Neal Show
WMPS, Memphis, Tenn.
NEAL, JIM
RFD 93
WSLI, Jackson, Miss.
NEAL, TOM
Ticker Toons
WCOM, Parkersburg, W. Va.
NEDIN, RICHARD
Song Shop
WKNY, Kingston, N. Y.
NEDVESKY, CHESTER
KIYI, Shelby, Mont.
NEELY, JACK
Mailbox Roundup
WKTM, Mayfield, Ky.
NEGRON, SERGIE
Club 1370
WPAB, Ponce, P. R.
NEIDIG, JOE
KFDA, Amarillo, Tex.
NEILAN, RAY
Bernie And Ray Matinee, Request Matinee
WKNB, New Britain, Conn.
NELIN, CECIL
KNEL, Brady, Tex.
NELLES, MARVIN
1490 Club
KORN, Mitchell, S. Dak.
NELSON, BOB
Swing Clinic
WBBQ, Augusta, Ga.
NELSON, BOB
Music For You
WBBZ, Ponca City, Okla.
NELSON, BOB
Musically Yours
WSUN, Charleston, S. C.
NELSON, CARL
Masters Of Rhythm
WTMJ, Milwaukee, Wis.
NELSON, CHARLES
Platter Parade
KOLE, Port Arthur, Tex.
NELSON, DAVE
Dave Nelson Show
WSAP, Portsmouth-Norfolk, Va.
NELSON, FRANK
1340 Club
WLDY, Ladysmith, Wis.

NELSON, GEORGE
1450 Club
WHIT, New Bern, N. C.
NELSON, GORDON
Alarm Clock Club
KOVE, Lander, Wyo.
NELSON, STAN
Radio Almanac
KITE, San Antonio, Tex.
NELSON, WALT
Barnyard Jamboree
WUSN, Charleston, S. C.
NERO, JIM
980 Club
KFRD, Roshenberg, Tex.
NEWBERG, DICK
KNGS, Hanford, Calif.
NEWMAN, JACK
KOME, Tulsa, Okla.
NEWSOME, GIL
Bandstand Revue, First Five
KWK, St. Louis, Mo.
NICKEL, BETTY
Nickelodeon
WHK, Cleveland, O.
NICHOLSON, NICK
The Farm Roundup
KROW, Oakland, Calif.
NICKSON, NICK
950 Club, Musical Showcase
WARC, Rochester, N. Y.
NIGOCIA, HARRY
Midday Serenader
WJBW, New Orleans, La.
NIXON, JOE
Night Watchman
WKGN, Knoxville, Tenn.
NOBEL, AL
Juke Box
KQV, Pittsburgh, Pa.
NOBLE, ROGER
Music For Today
WSLI, Jackson, Miss.
NOEL, JACK
Spin The Platter
WTTS, Bloomington, Ind.
NOLAN, GEORGE
KFDA, Amarillo, Tex.
NOLL, RAY
Cousin Ray
KALL, Salt Lake City, Utah
NORMAN, DON
Music Room
WLOS, Asheville, N. C.
NORMAN, JAY
Your Serenade
WLCR, Torrington, Conn.
NORTHINGTON, JIMMY
1450 Swing Club
WHKP, Hendersonville, N. C.
NORVAL, BUD
Rhythm Time
WFOR, Hattiesburg, Miss.

—O—

O'BRIEN, GERRY
Gerry O'Brien
KTUC, Tucson, Ariz.
O'BRIEN, PAT
KIUP, Durango, Colo.
O'CONNOR, TOM
1400 Club
WBIZ, Eau Claire, Wis.
ODOM, RAYMOND
KRBC, Abilene, Tex.
ODUM, JIM
Hillbilly Time
WHKP, Hendersonville, N. C.
OFFHAUS, RUSSELL
WPIT, Pittsburgh, Pa.
O'HALLORAN, HAL
Dawn Patrol
CKLW, Detroit, Mich.
OLD, CHUCK
Chuckwagon Jamboree
WMBM, Miami Beach, Fla.
O'LEARY, JAMES H.
Echoes And Encores
KFXM, San Bernardino, Calif.
OLIVA, GRAY
Toast And Coffee
WWOD, Lynchburg, Va.
OLSEN, HOWARD
Club Coeur D'Alene
KVNI, Coeur D'Alene, Ida.
OLSON, D. B.
Juke Box Serenade
WGIL, Galesburg, Ill.
OLSON, DALE
Radio Rhythm Ranch, Hillbilly Hit Parade
KDIX, Dickinson, N. Dak.
OLSON, HERB
KXIC, Iowa City, Ia.
O'NEIL, CHUCK
The Chuck O'Neil Show
WFEA, Manchester, N. H.
O'NEILL, JIM
660 Club
KOWH, Omaha, Neb.
O'NEIL, TOM
Be Bop Time
WNAO, Raleigh, N. C.
OPPEL, JERRY
Today's Top Tunes
KOLE, Port Arthur, Tex.
ORAVEC, FRANK
WGBF, Evansville, Ind.
ORUM, BILL
Platter Time
KFEQ, St. Joseph, Mo.
OSBORN, GENE
KWWL, Waterloo, Ia.
OSBORNE, HARRY
Haphazard Harry's 1450 Club
KVMVfi Twin Falls, Ida.
OSBORNE, JIMMIE
J. O. Jamboree
WLEX, Lexington, Ky.
OSBORNE. OZZIE
WISH, Indianapolis, Ind.
OSBORNE, TIM
Tim Time
KTHT, Houston, Tex.
OSHINS, MILT
Dance Time
WGGG, Gainesville, Fla.
OSTROFF, PETER
It's Up To Date
KSUB, Cedar City, Utah
OTIS, DON
Let's Play Records
KLAC, Hollywood, Calif.
OWEN, AL
Marine Ballroom
WFPG, Atlantic City, N. J.
OWENS, DON
Melody Roundup
KADA, Ada, Okla.
OXFORD, GEORGE
Sepia, Serenade
KWBR, Oakland, Calif.
OZMENT, HOWARD
Record Session
WTMA, Charleston, S. C.

—P—

PAGE, DAVE
Make Way For Music
KIRO, Seattle, Wash.
PAGE, ELIOT
Turntable Terrace
WCAX, Burlington, Vt.
PAGE, SAM
Requestfully Yours, Juke Box Revue, Anything Goes
WNBF, Binghamton, N. Y.
PAIGE, ERIC
Juke Box
WLOW, Norfolk, Va.
PALLAN, ART
Record Hits
WWSW, Pittsburgh, Pa.
PALMER, CHARLES G.
Mention Music
KFXM, San Bernardino, Calif.
PALMER, RUGGLES
WFAA, Dallas, Tex.
PARENT, ROBERT
Parent's Variety Program
KCRA, Sacramento, Calif.
PARISH, GUY
Rhythm Roundup
WEBQ, Harrisburg, Ill.
PARKER, GENE
T-N-T
WWCO, Waterbury, Conn.
PARKER, PAUL
Paul Parker Show
WGNI, Wilmington, N. C.
PARRISH, HURLEY, JR.
Hurley's Early Bird
WDUK, Durham, N. C.
PARRISH, JOHN
Triple R Program
WLEX, Lexington, Ky.
PARSLEY, BILL
Record Shop
KSEL, Lubbock, Tex.
PARSONS, BEN
Midnight Dancing Party
WRBL, Columbus, Ga.
PASCOE, KEN
Pascoe's Platters
KDB, Santa Barbara, Calif.
PATTERSON, C. P.
WBCK, Battle Creek, Mich.
WONS, Hartford, Conn.
PAULE, VERN
Breakfast Brigade
WJPS, Evansville, Ind.
PAYNE, "PAINLESS"
Hayride
WDXB, Chattanooga, Tenn.
PEARSON, JOHNNY
Ranch House Party
KWWL, Waterloo, Ia.
PECK, ALBERT
Juke Box
KROS, Clinton, Ia.
PENNY, GAIL
Curfew Capers
WJRD, Tuscaloosa, Ala.
PENNY, HANK
Penny Serenade
KGIL, San Fernando, Calif.
PERATA, PETE
Jump Time
KDON, Santa Cruz, Calif.
PERAZZO, DON
Sunrise Serenade
KBON, Omaha, Nebr.
PEREA, TINA
Latin American Eerenade
KVER, Albuquerque, N. Mex.
PERKINS, RAY
The Ray Perkins Show
KFEL, Denver, Colo.
PERRIN, PAT
Koffee Kup Kapers
KRGH, Fayetteville, Ark.
PERRY, NICK
WPIT, Pittsburgh, Pa.
PERRY, TONY
Juke Box Matinee
WFRL, Freeport, Ill.
PETERS, JOHN
Swing Shanty
WPDX, Clarksburg, W. Va.
PETERSON, CARLTON
Easy Listening
KGFW, Kearney, Nebr.
PETERSON, KENNETH
KIFI, Idaho Falls, Ida.
PETTAY, FRAN
Music Hall, Hour of Entertainment
WJR, Detroit, Mich.

PHILLIPS, BILL
Coffee Club, You Name It We Play It
WABY, Albany, N. Y.
PHILLIPS, C. W.
Juke Box Revue
WBBB, Burlington, N. C.
PHILLIPS, RALPH
Tune Shop
WFBR, Baltimore, Md.
PICKEL, CHARLES
Insomniacs Record Shop
WBIR, Knoxville, Tenn.
PICKERING, TOM
1150 Club
WIMA, Lima, O.
PICKETT, ROY
Southside Matinee
KTVL, Tulsa, Okla.
PIERCE, BILL
Bill Pierce Show
WSCR, Scranton, Pa.
PINKLEY, CARSON
Sundialers Club, Party Line
KSMA, Santa Maria, Calif.
PIPPERT, PAUL
Requestfully Yours
KSMN, Mason City, Ia.
PITTS, JIM
Saturday Shindig
WBIR, Knoxville, Tenn.
PLATIS, GEORGE
Platis Platter Party
KLIX, Twin Falls, Ida.
PLAYER, JAMES C.
Top 'O the Morning
WFBC, Greenville, S. C.
PLUMMER, BILL
The Wishing Well
KOPR, Butte, Mont.
POBRISLO, JOSEPH
Bar-O-Ranch
KDAC, Fort Bragg, Calif.
POINTEL, CHARLES H.
Corn Lovers Hour
WRDW, Augusta, Ga.
POOLE, ROBERT D.
Turn Table Roundup
WMRC, Greenville, S. C.

POOLE, ROBERT

B. April 10, 1916, Stoneville, N. C.; Poole's Paradise, MBS, WWL; Poole's Parlor, WOR.

PORTA, PAT
Rural Route 950
KFSA, Fort Smith, Ark.
PORTER, DON
Swing Soiree
KUGN, Eugene, Ore.
PORTER, EVERETT
Trax on Wax
WRGA, Rome, Ga.
PORWANIECKI, LEO
Sunny Side Of The Street
WLIP, Kenosha, Wis.
POTLER, BOB
Potlers Platter Party
WEBC, Duluth, Minn.
POTTER, GEORGE
KIYI, Shelby, Mont.
POTTER, PETER
Peter Potter's Platter Parade
KFWB, Hollywood, Calif.
POTTER, SAM
WFKY, Frankfort, Ky.
POWELL, CHARLES
Week-End Revue, Favorite Recordings
WKJG, Fort Wayne, Ind.
POWELL, JACK
Club Matinee
WTOD, Toledo, O.
POWELL, KENNETH C.
1400 Club
WELM, Elmira, N. Y.
POWELL, NEVILLE
Harlemania
KRIC, Beaumont, Tex.
POWERS, JACK
Club 1150
WJBO, Baton Rouge, La.
PRATER, FRANK
No Name Show
WBNS, Columbus, O.
PRATER, GEORGE
Harlem Express
KGBC, Galveston, Tex.
PRATT, BUD
1230 Club
KRES, St. Joseph, Mo.
PRENTICE, JOE
WMRF, Lewiston, Pa.
PRESCOTT, ALLEN
ABC, WJZ, New York, N. Y.
PRICE, GORDON
Parade Of Bands, WNEX, Bandstand
WNEX, Macon, Ga.
PRICE, WILEY
Rockin' In Rhythm
WTMV, East St. Louis, Ill.
PRITCHARD, BOSH
You Asked For It
WDAS, Philadelphia, Pa.
PRO, BOB
KDLK, Del Rio, Tex.
PRYOR, CACTUS
Hoedown
KTBC, Austin, Tex.
PURSER, JIM
Wake Up Tri-State
WCMI, Ashland, Ky.
PYLE, JACK
Open House, Club 700
WLW, Cincinnati, O.

—Q—

QUADE, WARREN
Juke Box Review
KCOY, Santa Maria, Calif.
QUATTLEBAUM, HOWARD
Mail Order Music
WTBF, Troy, Ala.
QUEEN, HAL
Hayloft Jamboree, Coffee With Queen
WHKY, Hickory, N. C.
QUEEN, ROY
Roy Queen Hillbilly Hit Parade
KXLW, St. Louis, Mo.
QUILLEN, TED
Tangle
KELP, El Paso, Tex.

—R—

RABER, ALAN
Two For Three Show
WKAP, Allentown, Pa.
RADECK, JACK
Pat Your Foot
WORD, Spartanburg, S. C.
RAMOS, HECTOR
Su Cancion Favorita
WIBS, San Juan, P. R.
RAMPY, C. W.
1600 Club
KMAE, McKinney, Tex.
RAMSAY, WILLIAM T.
Club 630
WIRC, Hickory, N. C.
RAMSEY, RAYMOND
Spin A Platter
WHIR, Danville, Ky.
RAST, MALCOLM
Club 1400, Dance Time
WCOS, Columbia, S. C.
RATHE, BOB
1280 Club
WMRO, Aurora, Ill.
RAY, CURT
Curt Ray Show
KMOX, St. Louis, Mo.
RAY, DEL
KVMA, Magnolia, Ark.
RAYBURN & FINCH
Anything Goes
WNEW, New York, N. Y.
RAYMOND, OLLIE
Request Granted
KEPO, El Paso, Tex.
RAYMOND, ART
Rhumba Rendezvous
WVNJ, Newark, N. J.
WWS, Band Stand.
REARDON, RUSS
WHEB, Portsmouth, N. H.
REAVLEY, JACK
Club 600
KTBB, Tyler, Tex.
REBER, DON
Show Tune Time
KVNU, Logan, Utah
REECE, SANDY
Sandman's Serenade
WSBT, South Bend, Ind.
REED, LYNNE
Gloombusters
KOLN, Lincoln, Nebr.
REED, RED
Club 1400
WHKP, Hendersonville, N. C.
REEVES, CARL
KIUN, Pecos, Tex.
REEVES, GEORGE
The G B R Show
WINN, Louisville, Ky.
REID, CLARK
The Record Shop
WHFB, Benton, Harbor, Mich.
REID, PAUL
Club Request
WKLF, Clanton, Ala.
REILING, ROBERT
WPUV, Pulaski, Va.
REILLY, ED
Request Parade
WGWD, Gadsden, Ala.
REINHART, TED
Merry-Go-Round
WHUN, Huntingdon, Pa.
REITMAN, BILL
Music On The Q.T., Sante Fe Trail
KVSF, Sante Fe, N .Mex.
RENCH, KENNY
WPTW, Piqua, O.
REUTER, JERRY
Record Shop
KLRA, Little Rock, Ark.
REYNOLD, JIMMY
Blue 'n' Boogie, 730 Club
WPAL, Charleston, S. C.
REYNOLDS, ART
Wake Up Mississippi
WHSY, Hattiesburg, Miss.
REYNOLDS, BILL
WSTC, Stamford, Conn.
REYNOLDS, FRED
Swinging At The Sugar Bowl
WGN, Chicago, Ill.
REYNOLDS, JIM
1440 Club
KMLB, Monroe, La.
REYNOLDS, RALPH
Dance Club
KGBX, Springfield, Mo.
REZNOR, JOHN
Johnny's Matinee
WPFB, Middletown, O.
RHODES, BOB
Solid Senders Club, Rhodes Record Room
WHOO, Orlando, Fla.
RHODES, ROY K.
Country Clambake
KWSL, Lake Charles, La.
RICH, AL
WLOH, Princeton, W. V.

RICH, MIKE
WROW, Albany, N. Y.
RICHARD, MALCOLM
Malcolm Richard Show
WCPO, Cincinnati, O.
RICHARDS, BILL
Dancing Party
WGKV, Charleston, W. Va.
RICHARDSON, TED
Turntable Turnover
WMOH, Hamilton, O.
RICO, JOE
Supper Club
WWOL, Buffalo, N. Y.
RIDER, MAURY
Maury's Turntable
KIRO, Seattle, Wash.
RIDGE, JACK
Sports Derby
WEAM, Arlington, Va.
RIQUEZ, BASIL
Alegrias
KTLW, Texas City, Tex.
RISTOLA, GEORGE
Platter Party
KAST, Astoria, Ore.
RITCHEY, BUCK
Harmony Hoedown, Sagebrush Serenade, Chuckwagon Jamboree
KVI, Seattle, Wash.
RIVERS, ROBERT
Hillbilly Jamboree
WALD, Walterboro, S. C.
ROACH, WALLACE
WFKY, Frankfort, Ky.
ROBB, BILL
Robb And The Records
WKIX, Columbia, S. C.
ROBBINS, FRED
1280 Club
WOV, New York, N. Y.
ROBERTS, BOB
Rug Cutters Special
WSBC, Chicago, Ill.
ROBERTS, DONALD
WKNE, Keene, N. H.
ROBERTS, HERB
Melody Express
WHAR, Clarksburg, W. Va.
ROBERTS, HI
KCHE, El Reno, Okla.
ROBERTS, HOWDY
Musical Clock
WMT, Cedar Rapids, Ia.
ROBERTS, JOE
Western Jamboree
KOMA, Oklahoma City, Okla.
ROBERTS, PAUL
Million Dollar Party
WFBM, Indianapolis, Ind.
ROBERTS, WARREN
Hillbilly Coffee Club, Break O' Day
WEAS, Atlanta, Ga.
ROBERTSON, LARRY
KOME, Tulsa, Okla.
ROBERTSON, TRAFTON
Sunrise Serenade
WTAR, Norfolk, Va.
ROBINSON, GENE
Dancing Party
WCHS, Charleston, W. Va.
ROBINSON, GENE
WDAN, Danville, Ill.
ROCHAN, LONNIE
Bee-Hive
KNUZ, Houston, Tex.
ROCHELIE, TOMMY
Harlem at Eight
KREL, Baytown, Tex.
ROCK, ALAN
WOTW, Nashua, N. H.
ROCKE, LOUIS
Risin With Rocke
WCAX, Burlington, Vt.
ROCKWELL, AL
Al Rockwell Show
KRNT, Des Moines, Ia.
RODDY, JOE
Coffee Time
KTBC, Austin, Tex.
RODEO, BILL
Rodeo Bill And His Western Hayride
KWKW, Pasadena, Calif.
RODGERS, CLIFF
Melody Roundup
WHKK, Akron, O.
RODGERS, TOM
KYW, Philadelphia, Pa.
RODRIGUEZ, PETRA
Hoda Del Angelus
WAEL, Mayagues, P. R.
ROGERS, BOB
Yawn Patrol
WDEC, Americus, Ga.
ROMANO, TOM
WNHC, New Haven, Conn.
ROPER, PRES
Wake Up And Live
WMAN, Mansfield, O.
ROPOLLO, JOE
The 9:30 Express
KFPW, Fort Smith, Ark.
ROSE, GEORGE
WHOS, Decatur, Ala.
ROSENFIELD, BIG JOE
Happiness Exchange
WOR, New York, N. Y.
ROSS, AL
WBAL, Baltimore, Md.
ROSS, NORMAN
Music That Sings, Here's Norman Ross
WMAQ, Chicago, Ill.
ROTHGEB, PAUL
Platter Parade Paul
WJNC, Jacksonville, N. C.
ROTHMAN, LEE
Jockey's Choice
WWXL, Peoria, Ill.
RUCKLE, ROBERT E.
Cow Bell Club
WRDW, Augusta, Ga.
RUDOLPH, HOWARD
Melody Market
WITH, Baltimore, Md.
RUMORE, JOE
Roundup Time, Afternoon Jamboree
WVOK, Birmingham, Ala.
RUSH, AL
Sunrisers Club
KXO, El Centro, Calif.
RUSSELL, RICHARD
WASL, Annapolis, Md.
RUSSELL, ROGER A.
KWOA, Worthington, Minn.
RUSSELL, WEBB
WHBC, Canton, O.
RYAN, BILL
Two For Three Show
WKAP, Allentown, Pa.
RYAN, JACK
Request, Please
WHUM, Reading, Pa.
RYE, JACK
Rye's Record Room
KTSM, El Paso, Tex.

—S—

SABIA, JOE
Rise 'N' Smile
WLNH, Laconia, N. H.
SADDLER, JACK
Jack And Polly Show
KEPO, El Paso, Tex.
SADLIER, ROY
Club 1400
KSPA, Santa Paula, Calif.
SAINT, TERRY
RFD Jamboree
WIBB, Macon, Ga.
ST. JOHN, CHARLIE
Sun Dial, Cowboy Charlie
KCNC, Fort Worth, Tex.
SALERNO, SAM
1230 Club
KDAC, Fort Bragg, Calif.
SALVO, PAUL
Melody Memos
KCOK, Tulare, Calif.
SAMPLE, K. O.
The 1400 Club
KFPW, Fort Smith, Ark.
SAMPSON, BILL
Bill Sampson Show
KWKW, Pasadena, Calif.
SANCHEZ, PACO
Mexican Hour
KTLN, Denver, Colo.
SANDERS, GEORGE
Spade Cooley Time
KFVD, Los Angeles, Calif.
SANTIAGO, FELIX
Pidalo Usted
WAPA, San Juan, P. R.
SARGENT, KENNY
Platter Chatter
WHHM, Memphis, Tenn.
SAUNDERS, ALLEN
Alarm Clock Club
WCHA, Chambersburg, Pa.
SAUNDERS, BRUCE
Record Shop
WSBT, South Bend, Ind.
SAUNDERS, CHUCK
Telephone Request
WTYS, Marianna, Fla.
SAUNDERS, WILLIAM P.
Pigfoot Pete's Jamboree,
WOKO, Albany, N. Y.
SAWYER, TOM
WHOO, Orlando, Fla.
SAXON, JAMES
WJPA, Washington, Pa.
SAXON, JIM
Club 990
KTRM, Beaumont, Tex.
SCANLON, ART
WINS.
SCANLON, JACK
Coffee Time
WICC, Bridgeport, Conn.
SCHADER, CONRAD
Variety Revue
KSFT, Trinidad, Colo.
SCHENCK, BUD
1290 Club
WTRF, Bellaire, O.
SCHENCK, W. LeROY
WNAE, Warren, Pa.
SCHILLING, FRED
1240 Club
WFOY, St. Augustine, Fla.
SCHLEIFER, KEN
Ken's Varieties
WBYS, Canton, Ill.
SCHOLZ, BOB
Scholz Business
WBEL, Beloit, Wis.
SCHOT, JIM
Fan-Fare
KSGM(Ste. Genevieve, Mo.
SCHWAB, BOB
North Georgia Jamboree
WGGA, Gainesville, Ga.
SCHWARTZ, AL
Swing High In The Morning
KVEC, San Luis Obispo, Calif.
SCOTT, BILLY
Buckeye Frolics
WRFD, Worthington, O.
SCOTT, DAVE
Quiz
KQV, Pittsburgh, Pa.

SEARLES, NEIL
WFOX, Milwaukee, Wis.
SEARS, ZENAS
920 Special Diggin' The Discs
WGST, Atlanta, Ga.
SEAVEY, CECIL
Number Please
KVOR, Colorado Springs, Colo.
SEFICK, BOB
Yawn Patrol
WARD, Johnstown, Pa.
SELAH, BILL
Disc Derby
KFAB, Omaha, Neb.
SELLARS, BILL
KSJO, San Jose, Calif.
SELTZER, EV
WONS, Hartford, Conn.
SEVCIK, HUGO A.
Czech Hour
KULP, El Campo, Tex.
SEVERSON, JACK
Alarm Clock Club
WBCK, Battle Creek, Mich.
SEWALL, BUD
Koffee Klotch
KCBQ, San Diego, Calif.
SEYMOUR, BOB
Bobbin' With Robin
WKMH, Dearborn, Mich.
SHALLENBERGER, DAVE
Milkman's Matinee
WARD, Johnstown, Pa.
SHANAHAN, TOM
Club 60
WEMP, Milwaukee, Wis.
SHANNON, PAUL
Morning Hoedown
WJOI, Florence, Ala.
SHARLAND, EARL
Record Date
WGLN, Glens Falls, N. Y.
SHARPE, BILL
Hillbilly Jamboree
KRES, St. Joseph, Mo.
SHARPE, ED
Sharpes And Flats Review, Rhythm Clinic
WNEX, Macon, Ga.
SHARPE, WILLIAM
Hillbilly Matinee
KWFT, Wichita Falls, Tex.
SHAW, CHARLES
Buckaroos
WOLF, Syracuse, N. Y.
SHAW, EDDIE
Musical Clock
WFLA, Tampa, Fla.
SHEELER, MARK
WJEJ, Hagerstown, Md.
SHEHEEN, MAC
Record Rampage
WACA, Camden, S. C.
SHELDON, HERB
ABC
SHELLEY, BOB
Midnight Moods
WTAM, Cleveland, O.
SHELTON, RAY
Clash Of The Crooners
WLOU, Louisville, Ky.
SHEPERD, JEAN
WSAI, Cincinnati, O.
SHERRELL, DAVE
WAUD, Auburn, Ala.
SHIELDS, LARRY
Jive From Three To Five
WFRP, Savannah, Ga.
SHIREK, JIM
550 Club
KFYR, Bismarck, N. Dak.
SHIRK, REGGIE
Matinee For Mama
KCOL, Fort Collins, Colo.
SIEGEL, JOE
WLOI, LaPorte, Ind.
SIEMER, JOHN
By Request
WIZE, Springfield, O.
SILVER, JULIAN
Julian Silver Show
WDAR, Savannah, Ga.
SILVER, WARREN
Shopper's Special
KFDX, Wichita Falls, Tex
SILVERA, ED
Ed Silvera Show
WISC, Madison, Wis.
SIMMONS, JIM
Musical Clock
WSVS, Crewe, Va.
SIMON, ERNIE
Simon Speaks, Too
WJJD, Chicago, Ill.
SIMONDET, BOB
KXGN, Glendive, Mont.
SIMPKINS, PAUL
WAPF, McComb, Miss.
SIMS, FRANK
Motor City Melodies
WKMH, Dearborn, Mich.
SIMS, SAM
Early Birds
WFBM, Indianapolis, Ind.
SISSON, FRANK
After Hours
WOOD, Grand Rapids, Mich.
SKILTON, DAN
Spotlite Songs
WAPO, Chattanooga, Tenn.
SMALL, MARSHALL
Tossed Solids
KUTA, Salt Lake City, Utah
SMALL, STEVE
WLBR, Lebanon, Pa.
SMILEY, BOB
Bob Smiley Show
WGAR, Cleveland, O.
SMITH, BILLY
Bill Smith Show
WSFA, Montgomery, Ala.
SMITH, BOB
Smitty's Make Believe
KSTV, Stephenville, Tex.
SMITH, BOB
The Bob Smith Show
WNBC, New York, N. Y.
SMITH, BOB
WTOB, Winston-Salem, N. C.
SMITH, C. C.
Smith's Sanctum Sanctorum
WDEC, Americus, Ga.
SMITH, CHESTER
Chester Smith Show
KTRB, Modesto, Calif.
SMITH, CRAIG N.
Valley Special
KDAC, Fort Bragg, Calif.
SMITH, CY
KRNO, San Bernardino, Calif.
SMITH, FLETCHER
Fletch's Platter Chatter
WTNC, Thomasville, N. C.
SMITH, FRED
Mr. Smith
WKJG, Fort Wayne, Ind.
SMITH, HAL
KDLK, Del Rio, Tex.
SMITH, HAMP
Alarm Clock Club
WRNO, Orangeburg, S. C.
SMITH, MERRILL
WIDE, Biddeford, Me.
SMITH, ROBERT E.
Theater Of Melody
WTIC, Hartford, Conn.
SMITH, ROLLIN
WSTC, Stamford, Conn.
SMITH, VIC
1260 Club
WGWR, Asheboro, N. C.
SMITH, WARREN
WVOP, Vidalia, Ga.
SMITH, WILLIAM
Discopation
WMFR, High Point, N. C.
SMITH, WILLIAM L.
WAMS, Wilmington, Del.
SMITHERMAN, GARY
KEBE, Jacksonville, Tex.
SMITHERMAN, ROSS
WALA, Mobile, Ala.
SMITHGALL, CHARLES
Sundial
WGGA, Gainesville, Ga.
SNELLGROVE, TOMMY
You Asked For It
WBML, Macon, Ga.
SNIDER, TED
KWTX, Waco, Tex.
SNYDER, BOB
WOKO, Albany, N. Y.
SOBOL, JOHNNY
Clockwatchers Club
WILK, Wilkes-Barre, Pa.
SOISSEN, PHIL
DLEU, Erie, Pa.
SOMMER, BILL
Melody Unlimited
WKST, New Castle, Pa.
SORENSON, HAL
On Stage
KELO, Sioux Falls, S. Dak.
SPANN, OWEN
Morning Man
WGIV, Charlotte, N. C.
SPENCER, JACK
Daybreak Serenade
KMUR, Murray, Utah
SPENCER, MILTON
Dance Time
WFLA, Tampa, Fla.
SPIKER, BILL
Request Time
WWST, Wooster, O.
STACK, BEVERLY JEAN
Sun-KIST Reveille With Beverly
KIST, Santa Barbara, Calif.
STADLER, RICHARD
Club 1490
WMRN, Marion, O.
STANLEY, BILL
WASL, Annapolis, Md.
STARKE, CHARLES
Charlie Starke Music Shop
WINS, New York, N. Y.
STARR, RAY
Ray's House Party
KWWL, Waterloo, Ia.
STARWYCK, STEVE
Platter Party
KGRH, Fayetteville, Ark.
STEBBING, ROGER
The 1230 Club
WERC, Erie, Pa.
STEBBINS, RICHARD
WENE, Binghamton-Endicott, N. Y.
STEELE, BOB
Morning Watch
WTIC, Hartford, Conn.
STEELE, JOHN
Coffee Time
KOWB, Laramie, Wyo.
STEELE, TED
WMCA, New York, N. Y.
STEER, PHIL
Feedbag Frolics
WVCH, Chester, Pa.
STEVE, REX
1180 Hour
WLDS, Jacksonville, Ill.
STENGER, PETE
Wake Up And Sing
WEPM, Martinsburg, W. Va.
STEPHENS, GENE
You Name It
WINR, Binghamton, N. Y.

STEPHENS, HAROLD
1250 Club
WDVA, Danville, Va.
STEPHENS, JOE
Ga Cracker Jubilee
WDWD, Dawson, Ga.
STEPHENS, STAN
Teeners Hit Parade
KOJM, Havre, Mont.
STERLING, EARL
The Earl of Klix
KLIX, Twin Falls, Ida.
STERLING, LUD
Request Club
WLEE, Richmond, Va.
STEVENS, ALSTON
Wake Up Baltimore
WITH, Baltimore, Md.
STEVENS, MARV.
Musical Clock
KHMO, Hannibal, Mo.
STEVENSON, PAUL
Pardnuh Steve
KELP, El Paso, Tex.
STILLE, BERT
Sweet & Swing
WHKC, Columbus, O.
STILLINGER, CLIFF
Needles & Spins
KTUC, Tucson, Ariz.
STOKES, DICK
WGTC, Greenville, N. C.
STONE, BOB
KRNO, San Bernardino, Calif.
STRAND, NORMAN
Tops Of The Morning
WSAV, Savannah, Ga.
STREET, JAY
Report From Point
WFHR, Wisconsin Rapids, Wis.
STRICKLAND, BILL
Indian River Ranch
WIRA, Fort Pierce, Fla.
STRONG, JERRY
The Jerry Strong Show
WINX, Washington, D. C.
STRUTHERS, JACK
Jack's Juke Box
WDNE, Elkins, W. Va.
STUART, S. K.
Club Time
KRAI, Craig, Col.
STULLER, DON
Good Day
WHUN, Huntingdon, Pa.
STURM, DEAN
Koffee Kappers
WHTN, Huntington, W. Va.
STURMER, LES
Polka Parade
WJPG, Green Bay, Wis.
SUIT, HAL
Musical Corral
WHOO, Orlando, Fla.
SULLIVAN, CHARLES
In the Groove
WMC, Memphis, Tenn.
SULLIVAN, DENNIS
Request Granted
WDOS, Oneonta, N. Y.
SULLIVAN, TIM
KSWI, Council Bluffs, Ia.
SWAN, BOB
Night Owl
WMTW, Portland, Me.
SWANSON, BOB
Bob Swanson Show
WIC, Madison, Wis.
SWANSON, ROY
Open House Party
KUBA, Yuba City, Calif.
SWARTZ, BOB
Bob Swartz Show, Moneyman
KHQ, Spokane, Wash.
SWEENEY, BROOKS
Sports Carnival
WCAW, Charleston, W. Va.
SWEENEY, BUDD
Sweet & Swing
WHKC, Columbus, O.
SWENSON, CHARLES H.
Melody Inc.
KWAT, Watertown, S. D.
SYMPHONY, SYD
WJZ, New York, N. Y.
SZMYD, EMIL
820 Club
WIKY, Evansville, Ind.

—T—

TABER, BOB
Uncle Bob
WKLF, Clanton, Ala.
TAGGART, BILL
Night Watchman
KDAN, Oroville, Calif.
TAMBLYN, BOB
Friend Bob, Yawn Patrol
WCSC, Charleston, S. C.
TANNER, GEORGE
Juke Box
WSWN, Belle Glade, Fla.
HAPLEY, CHARLES
Moonlight Melody Man
WAGC, Chattanooga, Tenn.
TAUSCH, DON
Hillbilly Heaven
KTBB, Tyler, Tex.
TAYLOR, AL
Jukebox Favorites
KOSA, Odessa, Tex.
TAYLOR, BILL
Sunrise Serenade
WOR, New York, N. Y.
TAYLOR, BROOKE
Brooke Taylor Show
WJMO, Cleveland, O.
TAYLOR, CLIFF
Shall We Dance
WCAW, Charleston, W. Va.
TAYLOR, MORISS
Western Hit Parade
KDAN, Oroville, Calif.
TAYLOR, SAMMY
Sammy Taylor Show
KWJJ, Portland, Ore.
TAYLOR, SANDY
Record Rendezvous
WPTR, Albany, N. Y.
TAYLOR, TED
WFDF, Flint, Mich.
TELLER, RICHARD
Polk County Express
WSIR, Winter Haven, Fla.
TEMPLETON, JOE
1320 Club
KWHN, Fort Smith, Ark.
TERFLER, DICK
Timekeeper
WHAN, Chaleston, S. C.
TERMIN, JO
1490 Club
WMGW, Meadville, Pa.
TERRY, CHEM
Tex Terry
WBAP, Fort Worth, Tex.
TERRY, HUB
WDUN, Gainesville, Ga.
THACKER, JIM
Topical Tune Time
WSON, Henderson, Ky.
THAIN, JIM
Hall Radio Roundup
KWNW, Wenatchee, Wash.
THAYER, JACK
Swing Club
WLOL, Minneapolis, Minn.
THIELE, DUKE
Jam, Jive And Gumbo
WJRM, New Orleans, La.
THOMAS, E. W.
KREM, Spokane, Wash.
THOMAS, FRANK
Early Bird's Review
WTNC, Thomasville, N. C.
THOMAS, GORDON
Top O' Morning
WTMJ, Milwaukee, Wis.
THOMAS, RIC
Dream Train
WARM, Scranton, Pa.
THOMAS, ROBB
RT Show
WJPG, Green Bay, Wis.
THOMPSON, BILL
Matinee in Rhythm
WMNB, North Adams, Mass.
THOMPSON, CHUCK
Midnight Express
WFOR, Hattiesburg, Miss.
THOMPSON, JERRY
Jive 'Til Five
WLOX, Biloxi-Gulfport, Miss.
THOMPSON, JOE
KHAS, Hastings, Nebr.
THORNTON, HARVEY
Milkman
WAGC, Chattanooga, Tenn.
THORNTON, JOHN
Off The Record
WBMS, Boston, Mass.
TILLER, TOMMY
WJPR, Greenville, Miss.
TINNEY, FRANK
Let's Dance
WGWR, Asheboro, N. C.
TINNEY, LEW
Melodic Interlude
WGIN, Glens Falls, N. Y.
TOBABEN, EUGENE J.
KSMI, Seminole, Okla.
TOKAR, RUDI
WIZE Owl Club
WIZE, Springfield, O.
TOLLS, GENE
KGY, Olympia, Wash.
TOMPKINS, BETTY
KCLE, Cleburne, Tex.
TORRIN, SID
ABC
TOWNE, GORDON
740 Club
WORZ, Orlando, Fla.
TRACKMAN, HERB
Trackman Time, Nite Owl Special
KMYR, Denver, Colo.
TRANTER, CHARLES
WNAE, Warren, Pa.
TRAVIS, JOE
1340 Matinee
WALL, Middletown, N. Y.
TREMBLAY, LEO
WGCD, Chester, S. C.
TRIBLEY, HANK
KGTC, Greenville, N. C.
TRONER, BOB
Spinner Sanctum
WHTN, Huntington, W. Va.
TROTTER, JOHNNY
Platter Parade
KFSA, Fort Smith, Ark.
TRUESDALE, LARRY
Record Rack
WMNB, North Adams, Mass.
TRUSSELL, CHARLES
Top Of The Morning
WNOW, York, Pa.
TUCK, GEORGE C.
Studio B
WGUY, Bangor, Me.
TUCK, RICHARD
Rural Roundup, This N' That
KLRA, Little Rock, Ark.
TUCKER, ERNEST
Howdy Neighbor
WEKR, Fayetteville, Tenn.

TUCKER, TOMMY
Tommy Tucker Time
WPDQ, Jacksonville, Fla.

TUNIS, HAL
Hal Tunis Show, WMGM; Hal Tunis Variety Show, Home Makers, WATV.

TUNNELL, GEORGE
The Bon Bon Show
WDAS, Philadelphia, Pa.
TURNER, AL
Hillbilly Roundup
KLIF, Dallas, Tex.
TURNER, GRANT
Meet the Stars
WSM, Nashville, Tenn.
TURNER, HOWARD
Hillbilly Jamboree
WGST, Atlanta, Ga.
TURNER, JIM
Platter Parade
WOPI, Bristol,Tenn.
TURNER, RAY
Housewives League
WSAP, Portsmouth - Norfolk, Va.
TYSON, DAVEY
Wake Up
WCAE, Pittsburgh, Pa.

—U—

ULBRICH, RAY
Musical Jamboree
WDMJ, Marquette, Mich.
ULERY, DON
Shoppers Special
WLBK, De Kalb, Ill.
UMBACH, BOB
Atomic Boogie
WJLD, Bessemer, Ala.
UNGER, JOSEPH
860 Club
KWPC, Muscatine, Ia.
USLAN, STEVE
All Request Record Roundup
KTNM, Tucumcari, N. Mex.

—V—

VACCA, JOHN
Memory Melodies
KOSA, Odessa, Tex.
VALLANDIGHAM, GORDON
Dancing Party
KEEN, San Jose, Calif.
VALLON, GENE
The Little Show
WLCR, Torrington, Conn.
VANDERHOOF, BRUCE
Alarm Klok Klub
KNAK, Salt Lake City, Utah
VAN KLEEK, BOB
Sandman Serenade
WOLF, Syracuse, N. Y.
VARE, AL
ReCordially Yours
WAOV, Vincennes, Ind.
VASEN, WARREN
Wake Up With Music
WOC, Davenport, Ia.
VAUGHN, MARYBELLE
Chuck Wagon Serenade
WTAR, Norfolk, Va.
VENNER, FRANK
Midnight Express
WSPD, Toledo, O.
VESTRO, AL
WATR, Waterbury, Conn.
VICTOR, ERV
Erv Victor Show
WGN, Chicago, Ill.
VINCENT, LLOYD
Revolving Bandstand
KOGT, Orange, Tex.
VINSON, JIMMY
Sunrise Serenade
WBML, Macon, Ga.
VOGT, KEN
Fritz The Plumber
WMIL, Milwaukee, Wis.
VOWELL, DAVID
WOOB, Anniston, Ala

—W—

WADE, JESS
Sunrise Serenade
KTTS, Springfield, Mo.
WAGGELAND, BOB
1440 Club
KEIO, Pocatello, Ida.
WAGNER, JACK
Variety Time
KMJ, Fresno, Calif.
WAIN, NORMAN
Wake Up With Wain
WASA, Havre de Grace, Md.
WALKER, FLETCHER
WHMA, Anniston, Ala.
WALKER, GEORGIE
Midnight Matinee
WEBR, Buffalo, N. Y.
WALL, WOODSON, JR.
The Ole Hep Cat
WRBC, Jackson, Miss.
WALLACE, CAL
Harlem Echoes
WZIP, Covington, Ky.
WALLACE, NEAL
Morning Roundup
KFBC, Cheyenne, Wyo.
WALLER, ARTHUR B.
Hillbilly Hit Parade
WLOS, Asheville, N. C.
WALSH, PATSY
Patti's Party
WMAZ, Macon, Ga.
WALSHAK, DAVID
Western Jamboree
KCTI, Gonzales, Tex.
WALTERS, CLEM
Polka Time
WHWL, Nanticoke, Pa.
WALTERS, STAN
Sunrise Review
WAML, Laurel, Miss.
WALTON, ELDON
Old Smoothies
KNAK, Salt Lake City, Utah
WALTON, JIM
Walton's Wax Works
WHAS, Louisville, Ky.
WALZ, RUSSELL A.
KCHS, Hot Springs, N. Mex.
WARD, JIM
Breakfast Parade
WBAX, Wilkes-Barre, Pa.
WARD, KEITH
550 Roundup
KCRS, Midland, Tex.
WARE, JACK
Platter Party
KCRG, Cedar Rapids, Ia.
WARNER, J. R.
Pony's Platter Parade
KSVC, Richfield, Utah
WARREN, HARRY
Wake Up Roundup
KUTA, Salt Lake City, Utah
WARREN, MATTHEW
Cactus Matt
WEAM, Arlington, Va.
WASHBURN, TERRY
Terry Washburn Show
WKMH, Dearborn, Mich.
WASSELL, TOM
Music Before Midnight
WBRE, Wilkes-Barre, Pa.
WATSON, CAL
Coffee Time
KSFT, Trinidad, Colo.
WATTS, BARRY
Musical Nitecap
KRES, St. Joseph, Mo.
WATTS, SAM
Musical Showcase
KWBR, Oakland, Calif.
WAY, BOB
The Early Bird
WIBB, Macon, Ga.

WAYNE, ROSEMARY
B. Dec. 1; Rosemary Wayne Spins, WJJD; Tonight In Chicago, WAIT; Charm Cues, WFCL; Full House, WJJD; Midnight Rambles, WCFL; Down Memory Lane, WJJD.

WAYNE, SHERIFF
Early Worm Club
KRUL, Corvallis, Ore.
WAYNE, STU
KYW, Philadelphia, Pa.
WEAVER, BOB
Weavers Wax Works
KVVC, Ventura, Calif.
WEAVER, JOE
Club Matinee
WTOD, Toledo, O.
WEAVER, RICHARD R.
KROD, El Paso, Tex.
WEAVER, ROBYN
1030 Club
WIRL, Peoria, Ill.
WEBB, BILL
Sunrise Serenade
KAKC, Tulsa, Okla.
WEBB, CHUCK
Music By Request
KVOA, Tucson, Ariz.
WEBB, RICK
Western Serenade
WIHL,Hammond, La.
WEBER, C. J.
Mid Morning Melodies
WFEB, Sylacauga, Ala.
WEBSTER, JAMES "DOC"
WCUM, Cumberland, Md.
WEBSTER, KURT
Midnight Dancing Party
WBT, Charlotte, N. C.
WEEGMAN, VERN
Polkaland Party
WTWT, Stevens Point, Wis.t
WELCH, ED
Tell the Truth
KURV, Edinburg ,Tex.
WELKER, STIRLING
Kolache Klub
KOWH, Omaha, Neb.
WELLS, BOB
970 Show
WEBR, Buffalo, N. Y.
WELLS, EARL
WHB, Kansas City, Mo.
WELLS, HERB
Breakfast Club
WLAG, LaGrange, Ga.
WELSH, CHARLES E.
1450 Club, Saturday Night Dancing Party
WLAY, Muscle Shoals, Ala.
WENDELL, BUD
Wendell's Waxworks
WJMO, Cleveland, O.
WERNER, HUBERT
Album Of Stars
KGA, Spokane, Wash.
WEST, FRED
1230 Club
KCMC, Texarkana, Tex.
WEST, HERB
Sleepy Time Serenade
WLOK, Lima, O.
WESTERFIELD, JERRY
Rhythm Room
WBYS, Canton, Ill.

WHALEN, BILL
Merry-Go-Round
WCOP, Boston, Mass.
WHELER, BILL
The Bill Wheeler Show
WINR, Binghamton, N. Y.
WHEELER, CLINTON
KFRU, Columbia, Mo.
WHEELER, TONY
Dawn Patrol
WARC, Rochester, N. Y.
WHITAKER, JACK
WAEB, Allentown, Pa.
WHITE, BOB
Hill Billy Roundup
WMOC, Covington, Ga.
WHITE, CLAYBORN
Sepia Swing Club
KTOW, Oklahoma City, Okla.
WHITE, HAL
KWRC, Pendleton, Ore.
WHITE, JERRY
WLOF, Orlando, Fla.
WHITE, LeROY
Hub Cap Parade
WJLB, Detroit, Mich.
WHITE, PAT
5 O'Clock Roundup
KTBS, Shreveport, La.
WHITMAN, RALPH
Free And Easy
WGBI, Scranton, Pa.
WHITNEY, DON
Farm & Home Hour
KLCN, Blytheville, Ark.
WHITNEY, SALLIE
Symphonies With Sallie
WRBC, Jackson, Miss.
WICKHAM, DICK
Musical Watch
WFBL, Syracuse, N. Y.
WICKIZER, JACK
1420 Club
KTJS, Hobart, Okla.
WIGREN, JOHN
Scandinavian Melodies
WLOL, Minneapolis, Minn.
WILDER, JAMES
Howdy Neighbor
WFRP, Savannah, Ga.
WILFONG, CHARLES
WKBC, N. Wilkesboro, N. C.
WILKINS, PAT
Let's Take A Spin
KELP, El Paso, Tex.
WILKINSON, PATRICIA
Salute To You
KYJC, Medford, Ore.

WILLIAMS, BILL
1280 Club; WOV; Bill William's Welcome Mat, WABD.

WILLIAMS, BILL
Midnite Mosaic
WMFD, Wilmington, N. C.
WILLIAMS, CHUG
1490 Club
WDXB, Chattanooga, Tenn.
WILLIAMS, DICK
Platter Parade
KRIC, Beaumont, Tex.
WILLIAMS, EARL
Doughnuts And Music
KDWT, Stamford, Tex.
WILLIAMS, GENE
Off the Record
WSPD, Toledo, O.
WILLIAMS, JACK
Top Five
WGBS, Miami, Fla.
WILLIAMS, JERRY
Musical Clock
WAML, Laurel, Miss.
WILLIAMS, MARC
Night Special
WTOM, Bloomington, Ind.
WILLIAMS, NAT DEE
Tan Town Coffee Club, Tan Town Jamboree
WDIA, Memphis, Tenn.
WILLIAMS, OMAR
Merry-Go-Round
WBOW, Terre Haute, Ind.
WILLIS, CLIFF
Alarm
WIMA, Lima, O.
WILLIS, JOHN
Record Room
KTMS, Santa Barbara, Calif.
WILLSE, BILL
Breakfast With BW
WDEM, Providence, R. I.
WILSON, AMOS
Good Morning Melodies
KGIW, Alamosa, Col.
WILSON, DAVE
Ladies Day, Open House
WIRL, Peoria, Il.
WILSON, ED
The Ed Wilson Show
KWK, St. Louis, Mo.
WILSON, FRANK
KEEN, Karavan
KEEN, San Jose, Calif.
WILSON, HOLMES
What Cha' Doin
WSAR, Fall River, Mass.
WILSON, PHIL
KFRU, Columbia, Mo.
WILSON, THOMAS
Polka Parade
KCTI, Gonzales, Tex.
WILSON, WALTER
79 Request Time
WHOP, Hopkinsville, Ky.
WINKLER, RAY
Ray Winkler Show
KXLR, Little Rock, Ark.
WINN, BERT
Make-Believe-Ballroom, Blue Ribbon Time
KYA, San Francisco, Calif.
WINN, BILL
Musical Clock
WJTN, Jamestown, N. Y.
WINTERS, GREGG
Teen Canteen, Waltz Time
KNAF, Fredericksburg, Tex.
WINTERS, WARREN
At Your Request
KRAM, Las Vegas, Nev.
WISE, EDDIE
Morning Melodies
WEBQ, Harrisburg, Ill.
WITT, AL
What's Wat Wit Witt
KEIO, Pocatello, Ida.
WOELL, MELVIN
Barnyard Frolics
KROX, Crookston, Minn.
WOLF, LOU
Wolf On Request
KWNW, Wenatchee, Wash.
WOLFE, JACK
Coffee Time
WBYS, Canton, Ill.
WOLOSON, MIKE
Musical Bazaar
WSCR, Scranton, Pa.
WOOD, ARMINE
12th St. Music Shop
WGAI, Elizabeth City, N. C.
WOOD, BILL
Sunrise Serenade
KODY, North Platte, Neb.
WOOD, C. F., JR.
Music By Request, Musical Clock
WEGO, Concord, N. C.
WOOD, CLAY
Flying "H" Tunes
KRAI, Craig, Col.
WOOD, DALE
Lucky Song
KTNM, Tucumcari, N. Mex.
WOOD, FRED
Woodchopper's Ball
WWBZ, Vineland, N. J.
WOODS, RICHARD
Time To Dance
KYJC, Medford, Ore.
WOOLF, CARL
Bing Crosby Sings
WMVG, Milledgeville, Ga.
WOOTEN, JOHN
Western Roundup
WIRK, West Palm Beach, Fla.
WORLFE, PETER
Chuck Wagon
WMDN, Midland, Mich.
WRIGHT, DICK
Request Session
WDEM, Providence, R. I.
WRIGHT, JOHNNY
Rhythm Matinee
WFBC, Greenville, S. C.
WRIGHT, RAY
Kbun, KBUN, Bemidji, Minn.

—Y—

YELLAND, E. STARR
Time And Tempos
KOA, Denver, Colo.
YESSEN, DICK
MCK, McKeesport, Pa.
YOUNG, AL
Swing Session
WCMA, Corinth, Miss.
YOUNG, JIM
Chuckwagon Jamboree
WGNH, Gadsden, Ala.
YOUNG, JIMMY
Young Ideas
WHHM, Memphis, Tenn.
YOUNG, JOE
Destination Midnite
KIT, Yakima, Wash.
YOUNG, O. A.
Rise And Shine
WHIS, Bluefield, W. Va.
YOUNT, CHUCK
1490 Club
WKBV, Richmond, Ind.
YORK, BILL
Requestfully Yours
KGLC, Miami, Okla.

—Z—

ZACHARY, HUGH
Records At Reveille
WDUK, Durham, N. C.
ZACHARY, HUGH
Records At Reveille
WDUK, Durham, N. C.
ZANE, JOHN
Timekeeper
WMMW, Meriden, Conn.
ZARNOW, RALPH
Ralph Zarnow Show
KIOA, Des Moines, Ia.
ZEGARSKE, ED
Club 1400
WHUB, Cookeville, Tenn.
ZENT, M. D.
Record Shop
KSWS, Roswell, N. Mex.
ZIMMERMAN, HARRY
Record Rodeo
KEYD, Minneapolis, Minn.
ZIPPAY, AL
Best By Request
KVOW, Littlefield, Tex.
ZUCCARO, BERNARD
Record Room
WIBR, Baton Rouge, La.

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RADIO AND TELEVISION

—their work during 1949

—A—

ACKLEY, WAYNE
KRNT, Des Moines, Ia.
ADKINS, JOHN
WTCO, Campbellsville, Ky.
ADLAM, BASIL
ABC, ABC-TV
AGNEW, JOHN K.
WHKC, Columbus, O.
ALAN, PAT
KSTT, Davenport, Ia.
ALEXANDER, JEFF
Light Up Time, NBC.
ALFORD, KITTY
WRGA, Rome, Ga.
ALLEN, JAMES
KEYD, Minneapolis, Minn.
ALLEN, JAMES E.
WTJS, Jackson, Tenn.
ALLEN, JOHN
KPLT, Paris, Tex.
ALLEN, LLOYD
KGIW, Alamosa, Col.
ALLEN, WAYNE
KSEL, Lubbock, Tex.
AMOLS, MERVYN
WJLS, Beckley, W. Va.
ANDERSON, CHARLOTTE
WTHT, Hartford, Conn.
ANDERSON, JAMES W.
WIRK, W. Palm Beach, Fla.
ANDREWS, EARL
WSFA, Montgomery, Ala.
ANDREWS, JAMES L.
KXRO, Aberdeen, Wash.
ANTONINI, ALFREDO
CBS
ARENDALL, RONNIE
WPTW, Piqua, O.
ARLO
Honeymoon in New York; Story Shop; The Playboys; Eddie Albert Show, NBC; Lights Out, NBC-TV.
ARMBRUSTER, ROBERT
Kraft Music Hall, NBC.
ARNESON, JAMES
KTRF, Thief River Falls, Minn.
ASHLEY, BARBEE
WJPR, Greenville, Miss.
AUGUSTINE, JOHNNY
Take It or Leave It, NBC.
AUMAN, DON
WDAY, Fargo, N. Dak.
AYLEN, CONSTANCE
KDZA, Pueblo, Col.
AYRES, MITCHELL
Chesterfield Supper Club
NBC-TV
AYRES, NORMAN
WCSH, Portland, Me.

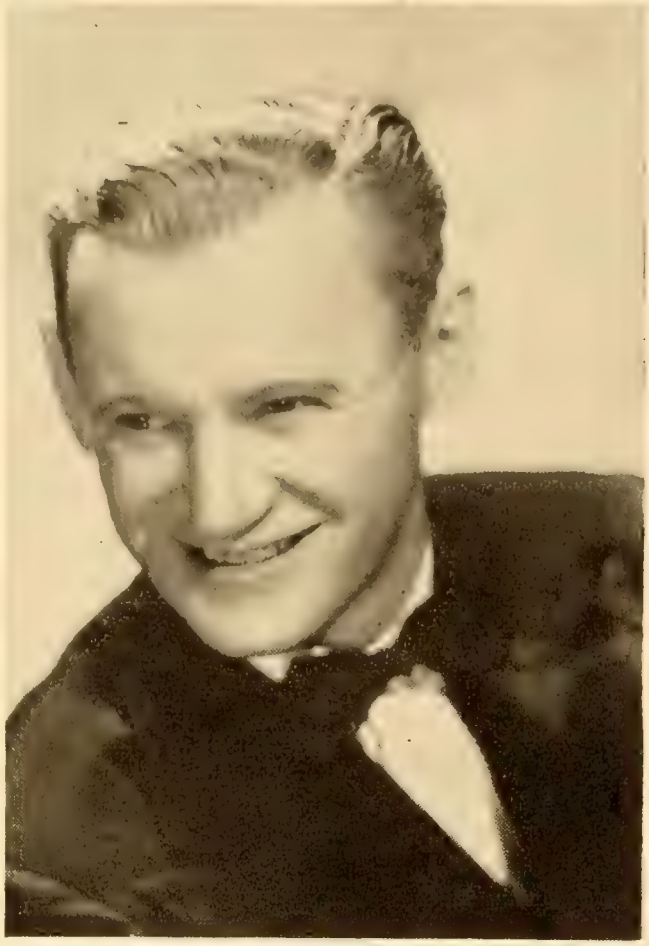
—B—

BABLER, PEP
WOSH, Oshkosh, Wis.
BACAL, DAVE
Confidential Closeups, NBC.
BAKER, DEAN
KGVL, Greenville, Tex.
BAKER, ELIZABETH
KOIL, Omaha, Nebr.
BALLIS, MERA
KDHL, Faribault, Minn.
BALZER, FRITZ
WRC, Washington, D. C.
BANCROFT, P. F.
KTAR, Phoenix, Ariz.
BANKS, MARGARET
WBIG, Greensboro, N. C.
BANTA, FRANK
D & H Miners, NBC.
BARBE, ED
WTIZ, Jasper, Ind.

BARBOUR, DAVE
B. May 28, 1913, Flushing, L. I., N. Y.; Summer Electric Program.

BARBOUR, JUNE
KELP, El Paso, Tex.
BARDO, LYLE
KFRC, San Francisco, Calif.
BARGY, ROY
The Jimmy Durante Show; Father Knows Best, NBC.
BARKER, GLADYS
WFRL, Freeport, Ill.
BARILE, LOUIS
WKAL, Rome, N. Y.
BARLOW, HOWARD
Voice of Firestone, NBC.
BARLOW, JERRY
KLOU, Lake Charles, La.
BARNARD, GEORGE
WDOD, Chattanooga, Tenn.
BARLOW, HOWARD
Voice of Firestone
NBC-TV
BARNES, TEDDY
WHAL, Shelbyville, Tenn.
BARRET, EDWARD
WHAS, Louisville, Ky.
BARRETT, RICHARD E.
WAVZ, New Haven, Conn.
BARRON, MRS. ELSIE
WAPF, McComb, Miss.
BASS, ROY H.
WKGN, Knoxville, Tenn.
BAUGH, GENE
WBAP, Fort Worth, Tex.
BAUMGART, RUTH
WTCJ, Tell City, Ind.
BAXTER, LEO J.
WBOW, Terre Haute, Ind.
BAXTER, RAYMOND
KHUZ, Borger, Tex.
BEAN, GLADYS
WMIX, Mt. Vernon, Ill.
BEAR, CHET
WILS, Lansing, Mich.
BEASLEY, SMITY
Appointment with Music; The Mister Smith Show, NBC.
BEATTY, ROSS H.
WELM, Elmira, N. Y.
BECKER, ALFRED
KOY, Phoenix, Ariz.
BEERS, WILLIAM
WADC, Akron, O.
BELL, FRANK
WEEI, Boston, Mass.
BENNICK, RICHARD
WGIV, Charlotte, N. C.
BERCOVITZ, ABE
KGW, Portland, Ore.
BERING, CONRAD
KFDM, Beaumont, Tex.
BERQUIST, WHITEY (BERNARD)
Bits of Hits; Musicana; String Silhouettes; National Farm & Home Hour; The Whitey Berquist Show.
BETCHER, DAVE
WMCK, McKeesport, Pa.
BETHANCOURT, JOSE
Echoes from the Tropics, NBC.
BIBER, PEG
KGFW, Kearney, Nebr.
BIGGS, DOUG
WDXI, Jackson, Tenn.
BIGLEY, DAVID E.
WJOI, Florence, Ala.
BLACK, FRANK
Harvest of Stars, NBC.
BLACKTON, JAY
Inside U.S.A.
WCBS-TV, New York, N. Y.
BLALOCK, LORY
KOSA, Odessa, Tex.

BLEYER, ARCHIE
Arthur Godfrey and His Friends, WCBS-TV, New York, N. Y.



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"So You Want To Lead A Band"
— for TV

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BOELTER, E. W.
KJAM, Vernal, Utah
BOISVERT, LOUIS
WBRY, Waterbury, Conn.
BOLEN, JIM
WCIL, Carbondale, Ill.
BONANO, SHARKEY
Sharkey's Dixieland
WDSU-TV, New Orleans, La.
BONASSO, RUSSELL
WBLK, Clarksburg, W. Va.
BOOKSPAN, MARTIN
WBMS, Boston, Mass.
BORTEL, CLAUDE
WFBL, Syracuse, N. Y.
BOULEWARE, MARIJANE (MISS)
WAGA, Atlanta, Ga.
BOVERO, PHIL
KGO, San Francisco, Calif.
BOWMAN, ANN
WHBO, Tampa, Fla.
BOWMAN, BURL
KVNI, Coeur D'Alene, Ida.
BOYUM, JERRY
KROC, Rochester, Minn.
BRADLEY, HAROLD
WHLD, Niagara Falls, N. Y.
BRADLEY, OWEN
Especially for You; The Owen Bradley Show, NBC.
BRADY, WILLIAM P.
WEDC, Chicago, Ill.
BRAND, BOB
WWDC, Washington, D. C.
BRANDWYNNE, NAT
Saturday Dance Date, NBC.
BRELAND, ED
WAML, Laurel, Miss.
BRESTOFF, PHIL
WXYZ, Detroit, Mich.
BRIDGES, DON
WBSC, Bennettsville, S. C.
BRIER, JOE
WSCR, Scranton, Pa.
BROCK, RAY
WHBY, Appleton, Wis.
BROWN, DONALD
KVEN, Ventura, Calif.
BROWN, LES
The Bob Hope Show, NBC.
BROWN, WALBURG
Do You Remember; Clevelandaires, NBC.
BROWNELL, JIM
WKDK, Newberry, S. C.
BROWNING, BILL
KXLO, Lewiston, Mont.
BRUCE, DWIGHT J.
WTOC, Savannah, Ga.
BRYAN, DONALD
Cavalcade of America, NBC.
BRYANT, SLIM
Slim Bryant and His Wildcats, NBC.
BUFFINGTON, JOEL
KYOS, Merced, Calif.
BULLOCK, I. JANE
WDUK, Durham, N. C.
BURKETT, BILL
KDSX, Denison, Tex.
BURWELL, BILL
WGTC, Greenville, N. C.
BUSH, ROBERT
KXIC, Iowa City, Ia.
BUTLER, GWENYTH
KBUN, Bemidji, Minn.
BUTTON, DAVE
KSVP, Artesia, N. Mex.
BYRD, VIRGINIA
WISH, Indianapolis, Ind.

—C—

CAFFY, CURTIS
WGRM, Greenwood, Miss.
CALABRESE, RAY J.
WLTR, Bloomsburg, Pa.
CALDWELL, JUNE
WMT, Cedar Rapids, Ia.
CALDWELL, LAMAR
WHSC, Hartsville, S. C.
CARLE, FRANKIE
NBC, CBS, Columbia Records.
CARLSON, MAUDE
WIBW, Topeka, Kans.
CARPENTER, ETHEL
WKBB, Dubuque, Ia.
CARPENTER, JAMES
KFBI, Wichita, Kans.
CARSON, M.
WOAP, Owosso, Mich.
CARTER, LOUISE
WFTM, Maysville, Ky.
CARTMELL, BETTY
KOCY, Oklahoma City, Okla.
CASHION, JOHN T.
WKBC, North Wilkesboro, N. C.
CHAMPLIN, GLENN
WLCX, LaCrosse, Wis.
CHASE, BRUCE
WENR-TV, Chicago, Ill.
CHASINS, ABRAM
WQXR, New York, N. Y.
CHEESMAN, ADA
WGBB, Freeport, N. Y.
CHESKIN, DAVID
WGR, Buffalo, N. Y.

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PUBLICITY—BOB WEISS

CHESSER, ALEC
KITE, San Antonio, Tex.
CHRISTENSEN, FRED
WMPS, Memphis, Tenn.
CIMINO, LENA
KSFT, Trinidad, Colo.
CLARK, ALLAN
WKY, Oklahoma City, Okla.
CLARK, GORDON
KPBX, Beaumont, Tex.
CLARK, HARPER
KALB, Alexandria, La.
CLAYTON, ROBERT
WJIM, Lansing, Mich.
CLEVELAND, ROBERT
WSON, Henderson, Ky.
CLITES, MINOR
KRES, St. Joseph, Mo.
CLOUTIER, NORMAN
Jane Pickens Show; Silver Strings; Mindy Carson Sings, NBC.
COGGESHALL, A. O.
WGY, Schenectady, N. Y.
COHN, HAROLD
WPDQ, Jacksonville, Fla.
COLE, BUDDY
Truth or Consequences; Johnson's Wax Program starring the King's Men, NBC.
COLLINS, DAVE
WHOK, Lancaster, O.
COLLINS, JERRY
WNOX, Knoxville, Tenn.
COLLINS, JIM
WFBC, Greenville, S. C.
COLTER, BERTRAM
WMUR, Manchester, N. H.
COLWELL, VIRGINIA
WLDS, Jacksonville, Ill.
COMISKEY, LILLIE MAE
KWFT, Wichita Falls, Tex.
CONCEPCION, CESAR
Duffy's Tavern, NBC.
CONDON, EDDIE
Eddie Condon's Floor Show NBC-TV
CONTI, ANTHONY
WLEU, Erie, Pa.
COOK, JIM
KRGV, Weslaco, Tex.
COOPER, LOIS
WKYB, Paducah, Ky.
COOPER, SALLY
WJBK, Detroit, Mich.
CORISTINE, PAT
WVET, Rochester, N. Y.
CORWIN, RAYMOND H.
WHCU, Ithaca, N. Y.
COTE, BERT
WLAM, Lewiston, Me.
CRAVEN, HAROLD
WHPE, High Point, N. C.
CREAMER, ARTHUR
WAGF, Dothan, Ala.
CREEDEN, JAY
WHIM, Providence, R. I.
CROOK, GEORGE
George Crook, NBC.
CROSSON, ARTHUR
WBNY, Buffalo, N. Y.
CROTTY, MRS. NANCY
WLOH, Princeton, W. Va.
CROUCH, EDNALEE
WHB, Kansas City, Mo.
CROWELL, BETTY
WIBB, Macon, Ga.
CULLEY, FRED
The Fred Waring Show, NBC.
CURTIS, SHIRLEY
KGA, Spokane, Wash.
CUTTING, BOB
KFRD, Rosenberg, Tex.

—D—

DAHLVIG, JOSEPH
WLDY, Ladysmith, Wis.
DALE, TED
The Carnation Contented Hour, KNX-CBS.
DANE, DUDLEY
KFAM, St. Cloud, Minn.
DANIEL, ELIOT
Johnson's Wax Program starring Fibber McGee and Molly, NBC.
DANIELS, JOHN
KIBE, Palo Alto, Calif.
D'ANNA, VICTOR
WEBR, Buffalo, N. Y.
DANT, CHARLES
A Day in the Life of Dennis; Judy Canova Show, NBC.
D'ARMOND, FRANK
WPTR, Albany, N. Y.
DAUGHERTY, STAN
KMOX, St. Louis, Mo.
DAVIDSON, JACK
KOME, Tulsa, Okla.
DAVIS, NORVAL
WTRF, Bellaire, O.
DAVIS, OVIDE
KCIL, Houma, La.
DEER, JIMMY
WDAR, Savannah, Ga.
DeCARO, AL
WKNB, New Britain, Conn.
DE MARTINEZ, BLANCA LUNA
WORA, Mayaguez, P. R.



AL RICKEY
CONDUCTOR-COMPOSER

MANHATTAN MERRY-GO-ROUND

HAMMERSTEIN MUSIC HALL

WALTZ TIME

MR. KEEN—7th YEAR

ALSO MUSICAL DIRECTOR FOR MAYFAIR RECORDS KIDDIE LAND-WILLIDA

Personal Management:
JOHN J. O'CONNOR
1697 Broadway, N. Y. C.
CI. 5-4920

DEMIS, FRANCES
KRHD, Duncan, Okla.
DENNIS, GENE
WVOM, Brookline, Mass.
DENNIS, HERB
WCBT, Roanoke Rapids, N. C.
DENNY, FRANCES
WAIR, Winston-Salem, N. C.

DeVOL, FRANK
Second Year on Oxydol Show, CBS: Musical Director of Capitol Transcriptions; Pantomine Quiz, Video Program.

DICK, MRS. HELEN
WMIN, St. Paul, Minn.
DICKLER, DID
WHOD, Homestead, Pa.
DICKOFF, CHARLES
WISC, Madison, Wis.
DICKSON, LAHOMA
KDWT, Stamford, Tex.
DIECKMAN, BUD
WHAW, Weston, W. Va.
DIFFIE, WILLIAM
WFNS, Burlington, N. C.
DIGESU, FRED
WJHO, Opelika, Ala.
DIXON, ROY
KTRM, Beaumont, Tex.
DOLLAWAY, F.
WKBZ, Muskegon, Mich.
DONAHUE, RUTH
WLOF, Orlando, Fla.
DONALDSON, EARL
KALL, Salt Lake City, Utah
DONZE, WILLIAM
KSGM, Ste. Genevieve, Mo.
DORITY, DOROTHY
WTOL, Toledo, O.
DORN, BILL
WHAN, Charleston, S. C.
DORR, HAROLD
WABI, Bangor, Me.
DRAGON, CARMEN
Fanny Brice—Baby Snooks Show; The Railroad Hour, NBC.
DUFFELL, REBECCA
WSTP, Salisbury, N. C.
DUFFY, JOHN
The Lassie Show; Me and Janie starring George O. Hanlon, NBC.
DUNCAN, MARY JEAN
KGBC, Galveston, Tex.
DUNN, BILL
WKBN, Youngstown, O.
DUNNAGAN, ROBERT (BOB)
WSSB, Durham, N. C.
DUNNAVANT, ROBERT V.
WJMW, Athens, Ala.
DUNNING, OWEN (RED)
KOIN, Portland, Ore.

DUPAGE, RICHARD P., JR.
B. Aug. 10, 1908, Kansas City, Mo.; Composer of: The Affairs of Peter Salem, Murder By Experts, The Adventures of the Falcon, WOR-Mutual.

— E —

EBERT, ROBERT C.
WARD, Johnston, Pa.
EDGES, CLARENCE
WBAY, Green Bay, Wis.
EDINGTON, JOHN
KTFI, Twin Falls, Ida.
EDWARDS, LLEW
WPPA, Pottsville, Pa.
EGOLF, GRACE CAMPBELL
WBCC, Bethesda, Md.
EILAND, TED
WSAZ, Huntington, W. Va.
ELDERS, FRANK E.
WJPF, Herrin, Ill.
ELLIOTT, BARON
WCAE, Pittsburgh, Pa.
ELLISON, HELEN
WHIN, Harlan, Ky.
ELMAN, ZIGGY
Light Up Time, NBC.
EMMEL, JOHN
KWJJ, Portland, Ore.
ENOS, CORINNE
KPAC, Port Arthur, Tex.
EPPEL, RAYMOND V.
KORN, Mitchell, S. D.
EUCHNER, WAYNE
KFH, Wichita, Kans.
EVANS, STEVE
KRUL, Corvalis, Ore.

— F —

FAIRCHILD, EDGAR (COOKIE)
Take It or Leave It, NBC.
FALBER, BEN
WTHI, Terre Haute, Ind.
FARBER, AGNES
KPLC, Lake Charles, La.
FARBER, BURT
Curtain Time, NBC.
FASCINATO, JACK
Kukla, Fran & Ollie
NBC-TV
FAULKNER, CHARLES
WVVW, Faimont, W. Va.



LEW WHITE

Organist
Composer
Conductor

RADIO - TELEVISION

CURRENT SHOWS

Inner Sanctum—CBS
Grand Central Station—CBS
Portia Faces Life—NBC

RCA-Victor Recording Artist
Columbia Picture Shorts

LExington 2-1100



JOHN GART

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DYNAMIC !

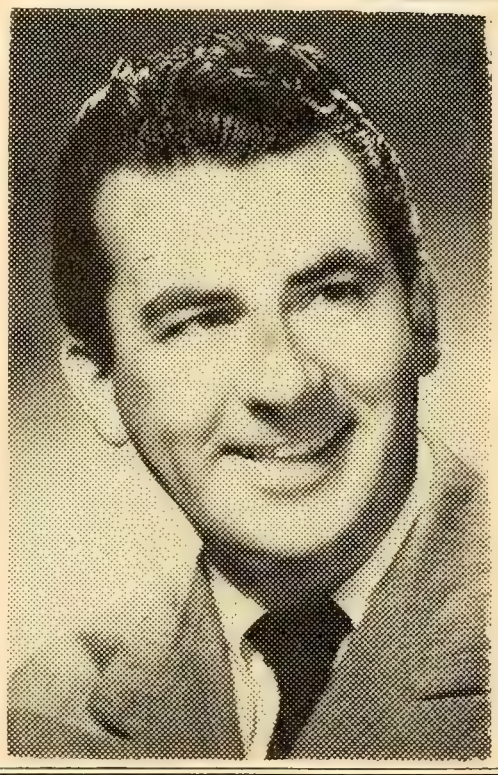
The Fabulous Fingers of
Irving Fields

TOPS!

as an RCA VICTOR
recording artist

1. "Miami Beach Rhumba" 26-9012
2. "The Wedding Song" 26-9035
3. "St. Louis Blues" 20-3369
4. "Scalawag" 20-3493
5. "Mexican Hotfoot" 20-3529
6. "Send Ten Pretty Flowers to My Gal in Tennessee"
7. "Puppets Holiday" 20-3577 (45) 47-3075
8. "The Wedding Samba" 20-3628
9. "Kitty"

Just concluded successful appearance at
ROXY THEATRE
New York



TOPS!

as a composer

1. Managua Nicaragua
2. Miami Beach Rhumba
3. Chillicothe, Ohio
4. Walter Thornton Rhumba
5. Morocco
6. Puppets Holiday
7. Kitty

IRVING FIELDS TRIO
Currently at
PARK SHERATON HOTEL
New York City
BROADCASTING OVER
NBC & MUTUAL NETWORKS
Just concluded successful concert at
CARNEGIE HALL
New York

FAYE, ALTA
WRR, Dallas, Tex.
FEAREY, JACK
KVOS, Bellingham, Wash.
FEINBERG, RICHARD
WSBC, Chicago, Ill.
FERRO, SAMMY
The Game Room, TV Sports Special
WTTG, Washington, D. C.
FESSLER, JEAN
WTAD, Quincy, Ill.
FICKEN, NEIL
WALT, Tampa, Fla.
FIEDLER, ARTHUR
Music America Loves Best—Robert Merrill with the Boston Pops Orchestra and Arthur Fiedler, NBC.
FIELDING, JERRY
Life of Riley, NBC.

FIELDS, IRVING
(See Radio-TV Artists)

FINGER, ART
KXYZ, Houston, Tex.
FLATH, P. HANS
KFRM, KMBC, Kansas City, Mo.
FLEISCHMAN, MARGARET
WSPB, Sarasota, Fla.
FLINT, WALTER H.
WGPC, Albany, Ga.
FOLLOWILL, MURRAY
WLBK, De Kalb, Ill.
FORD, CHARLIE
Garroway at Large
NBC-TV
FORD, LLOYD
KAYS, Hays, Kans.
FORMAN, BILL
Father Knows Best; The Phil Harris-Alice Faye Show, NBC.
FOSTER, ORVILLE
WHOT, South Bend, Ind.
FOX, LES
WMMW, Meriden, Conn.
FRANCIS, JACK
WGAC, Augusta, Ga.
FRANK, HARRY J.
WHAI, Greenfield, Mass.
FRAUL, CLAUDE
WINN, Louisville, Ky.
FREED, ALAN
WAKR, Akron, O.
FREEMAN, HARRY
WLYN, Lynn, Mass.
FREEMAN, TONY
KNBC, San Francisco, Calif.
FRIAR, CHARLIE
WWNF, Fayetteville, N. C.
FRIEND, GEORGE
WLAK, Lakeland, Fla.
FROST, JACK
KLER, Rochester, Minn.
FRY, BETTY
WGPA, Bethlehem, Pa.
FRYETT, MARY
KRUX, Phoenix, Ariz.
FULLER, ROBERT
WBKA, Brockton, Mass.
FULTON, DAVID K.
WALB, Albany, Ga.

—G—

GADY, MIKE
WOPI, Bristol, Tenn.
GALLICHIO, JOSEPH
Dave Garroway Show; America's Song; Design for Listening, NBC.
GANZ, GEORGE
KDSH, Boise, Idaho
GARLINGER, GEORGE
WPFB, Middletown, O.
GARR, BILL
KWKW, Pasadena, Calif.

GART, JOHN
B. June 6, 1905, Poland; Gabriel Heatter's A Brighter Tomorrow, WOR; Carrington Playhouse, WOR; A House In The Country, WOR; Big Town, NBC; MGM Columbia, RKO picture spots.

GATRELLE, DON
KFJB, Marshalltown, Iowa
GEYER, BILLY
WFDF, Flint, Mich.
GIBSON, GERALD
WJOY, Burlington, Vt.
GIBSON, LARRY
WRUF, Gainesville, Fla.
GITZ, JEAN
KRDO, Colorado Springs, Colo.
GIVEN, HELEN
WLBJ, Bowling Green, Ky.
GLADDIN, FRANCES
WDAK, Columbus, Ga.
GLEASON, BOB
WMSL, Decatur, Ala.

GLUSKIN, LUD
B. New York, N. Y.; CBS West Coast Music Director; Suspense; My Friend Irma; Hollywood Music Hall; Philip Morris Playhouse; Sam Spade.

GLYNN, JACK
KUBC, Montrose, Colo.

LUD GLUSKIN
GENERAL MUSICAL DIRECTOR
CBS WESTERN DIVISION



HARRY SALTER
"STOP THE MUSIC"—ABC

GOBBLE, MARTHA
KMYR, Denver, Colo.
GOLDBERG, LOUIS
Boston, Mass.
WCOP
GOLLOTTE, GWEN
WLOX, Biloxi-Gulfport, Miss.

GOODMAN, AL
Prudential Family Hour, CBS; Fred Allen Show; RCA Victor recording artist.

GOTCH, ROBERT
KXOK, St. Louis, Mo.
GOVIN, VI
WJPG, Green Bay, Wis.
GOW, ARTHUR
KLZ, Denver, Col.
GRADIN, HARRY
WDSM, Superior, Wis.
GRAHAM, J. E.
WWGS, Tifton, Ga.
GRAHAM, A. W.
WKST, New Castle, Pa.
GRANT, BOBBIE
KSTV, Stephenville, Tex.
GRANT, MARJORIE
WWXL, Peoria, Ill.
GRASSO, FRANK
WFLA, Tampa, Fla.
GREEN, BERNIE
Hogan's Daughter, NBC.
GREENWOOD, TONY
WATR, Waterbury, Conn.
GREGORY, BILLY
KWBU, Corpus Christi, Tex.
GRISSOM, GAIL
WTTS, Bloomington, Ind.
GROSS, AL
WKMH, Dearborn, Mich.
GROW, LOU DEAN
KLX, Oakland, Calif.
GRUND, MRS. LYNN
WAUD, Auburn, Ala.
GRUNEWALD, ART
WNVA, Norton, Va.
GRUTZE, MRS. MARIAN
KFYO, Lubbock, Tex.
GUARNIERI, JOHNNY
Morey Amsterdam Show, DuMont, Gulf Road Show NBC-TV
GUICE, FAYE
WJXN, Jackson, Miss.

—H—

HABECK, PHYLLIS
KWOA, Worthington, Minn.
HACKETT, RAYMOND
KCBS, San Jose, Calif.
HAENSCHEN, GUS
American Album of Familiar Music; The Pet Milk Show; The Bob Crosby Show, NBC.
HALE, ETHLYN
WCKY, Cincinnati, O.
HALL, WILLIAM J.
WKRT, Cortland, N. Y.
HALVERSEN, ROY L.
KSUB, Cedar City, Utah
HAMMERS, GENE
WHKK, Akron, O.
HANSON, EARLE BARR
WIOD, Miami, Fla.
HANSON, JOHN
KDEC, Decorah, Ia.
HARDER, JOHN
KFXM, San Bernardino, Calif.
HARDMAN, GLENN
KTUL, Tulsa, Okla.
HARMON, J. BERTRAM
WGRC, Louisville, Ky.
HARRILL, MARY
WBBO, Forest City, N. C.
HARRILL, NELSON J.
WGWR, Asheboro, N. C.
HARRIS, DR. ALBERT
NBC University Theatre; NBC Theater, NBC.
HARRIS, BEA
WCLO, Janesville, Wis.

HARRIS, PHIL
(See Radio-TV Artists)

HARRIS, THOMAS W.
WHIB, Cookerville, Tenn.
HARRISON, HERBERT
KFBK, Sacramento, Calif.
HARTIGAN, DICK
WROW, Albany, N. Y.
HARTLEY, JAMES
WGGA, Gainesville, Ga.
HARTLINE, MARY
WENR-TV, Chicago, Ill.
HARVEY, MARY
WGEM, Quincy, Ill.
HARVEY, RICHARD
WSAP, Portsmouth, Va.
HATCH, WILBUR
Camel Screen Guild Theatre, NBC.
HAWLEY, SHIRLEY
KIUP, Durango, Col.
HAYDEN, ELAINE
WMRO, Aurora, Ill.
HAYS, REX
WNAX, Yankton, S. Dak.
HEADY, WAYNE
KTOP, Topeka, Kans.
HEEB, WALTER
WJHL, Johnson City, Tenn.

DON VOORHEES

•

1949

"Bell Telephone Hour"

"Cavalcade of America"

VICTOR YOUNG

HEJL, FRANK
WIIM, Wilmington, Del.
HELGESON, ROBERT
KISD, Sioux Falls, S. Dak.
HENDERSON, MAX
WTAC, Flint, Mich.
HENDRICK, HARRIET
KTW, Seattle, Wash.
HENNESY, THOMAS
WJBF, Augusta, Ga.
HENRY, BURREL
WHBT, Harriman, Tenn.
HENTON, ETHEL
WNBF, Binghanton, N. Y.
HERMANN, RALPH
WMAW, Milwaukee, Wis.
HERN, RUTH E.
WHAR, Clarksburg, W. Va.
HERROLD, JIM
KOPR, Butte, Mont.
HERRON, JOEL
WMGM, New York, N. Y.
HESSLER, ROY
WDUZ, Green Bay, Wis.
HESTERMAN, LENNIE
KMUR, Murray, Utah
HIGGINS, BILL
KICD, Spencer, Ia.
HILLARD, ANN
WACB, Kittanning, Pa.
HILLMAN, ROC
KLAC, Hollywood, Calif.
HIPPS, TOM
KAMQ, Amarillo, Tex.
HOBBIE, CHARLES
KWBC, Ft. Worth, Tex.
HOBBS, WILLIAM
KVEC, San Luis Obispo, Calif.
HOGAN, HARLAN
WSBT, South Bend, Ind.
HOHNER, HAROLD
KHMO, Hannibal, Mo.
HOLT, CONNIE
WHSY, Hattiesburg, Miss.
HOOKS, RALPH
KWSL, Lake Charles, La.
HOFF, CARL
Kay Kyser's College of Musical Knowledge
NBC-TV
HOPKINS, RAY
WIBC, Indianapolis, Ind.
HORSLEY, ROBERT
WMC, WMCT, Memphis, Tenn.
HOTT, IRWIN
WFRD, Worthington, O.
HOUSER, ANN
WRUN, Utica, N. Y.
HOUSTON, DOROTHY
KLPM, Minot, N. Dak.
HOVDE, ANDRIENE
KMO, Tacoma, Wash.
HOVEY, DON
WHO, Des Moines, Ia.
HOWARD, EDDY
Saturday Dance Date, NBC.
HOWARD, ERNEST
KVLC, Little Rock, Ark.
HOWELL, BERNIE
KGNC, Amarillo, Tex.
HOY, WALLY
KTFS, Texarkana, Tex.
HUBER, FRANK
WSNY, Schenectady, N. Y.
HUGH, IVOR
WCCC, Hartford, Conn.
HUGHES, JAMES L.
KSKY, Dallas, Tex.
HYDE, WILLIAM JR.
WLAG, LaGrange, Ga.

— I —

IHLENFELD, WARREN
WISR, Butler, Pa.
IHRKE, ELMER
WEMP, Milwaukee, Wis.
IMBROGULIO, JOSEPH
WFBR, Baltimore, Md.
IRVING, GEORGE S.
WCMA, Corinth, Miss.

— J —

JAAP, GEORGE
WDBC, Escanaba, Mich.
JACKS, JORDAN
KCRG, Cedar Rapids, Ia.
JACKSON, GUS
WEBC, Duluth, Minn.
JACKSON, STELLA M.
WKAB, Mobile, Ala.
JACOBS, DON
WCMB, Lemoyne, Pa.
JAKLE, KEN
WLBH, Mattoon, Ill.
JARRIS, DON
WWOD, Lynchburg, Va.
JARVIS, MARIE
KARK, Little Rock, Ark.
JELESNIK, EUGENE
KDYL-TV, Salt Lake City, Utah
JENSEN, ALICE
KVNJ, Fargo, N. Dak.
JENSEN, BYRON
KOVO, Provo, Utah
JEROME, JERRY
Bonny Maid Versatile Varieties
NBC-TV
Four Star Revue
WPIX, New York, N. Y.

PAUL LAVALLE

Cities Service "Band of America"



HENRY SYLVERN



HANK SYLVERN

THEY MAKE MUSIC

LYN MURRAY

Composing
and
Conducting

Hallmark Playhouse
Joan Davis Show

Wm. Morris Agency



CHARLES PAUL

Conductor - Composer

"Mr. & Mrs. North"
CBS
Martin Kane Private Eye
NBT



"Rosa Rio Rhythms"
"Ted Malone"
"My True Story"

SChuyler 4-5700

EARL SHELDON

Arranger — Conductor

MUZAK

ASSOCIATED TRANSCRIPTIONS

LONDON RECORDS

•

Now Scoring:

PET MILK SHOW . . . NBC

JOHNSON, ARLENE
WKNA, Charleston, W. Va.
JOHNSON, BENNY
KDLK, Del Rio, Tex.
JOHNSON, RICHARD H.
WSVA, Harrisonburg, Va.
JOHNSTON, W. R., JR.
WBIR, Knoxville, Tenn.
JONES, DON
KWEI, Weiser, Ida.
JONES, IMO
WCOH, Newnan, Ga.
JONES, R. S.
KCMO, Kansas City, Mo.
JONES, ROSEMARY
WQXI, Atlanta, Ga.
JONES, ROY
WMOC, Covington, Ga.
JONES, RUTH LEE
WMIE, Miami, Fla.
JORDAN, JERRY
WNHC-TV, New Haven, Conn.
JORDAN, MIKE
WLAT, Conway, S. C.
JUNELL, Prunella
WBYS, Canton, Ill.

—K—

KALER, RANDALL
WFAS, White Plains, N. Y.
KATIMS, MILTON
The Ethel Merman Show: Music for Today; Music for Tonight; NBC Symphony; Henry Morgan Show; Eternal Light, NBC.
KATZ, BERNARD
Anacin Hollywood Star Theatre, NBC.
KAUFMAN, GEORGE
KBMW, Breckenridge, Minn.
KAWAKAMI, DANIEL
KULA, Honolulu, Hawaii
KAYE, DON
KOTV, Tulsa, Okla.
KAYE, SAMMY
B. March 13, 1910, Cleveland, O.; Sunday Serenade, CBS; So You Want To Lead A Band; Disc Jockey Discoveries.
KELLER, EARLE
WAVE, Louisville, Ky.
KELLY, JACK
WCFL, Chicago, Ill.
KELTON, LEE
WJAS, Pittsburgh, Pa.
KENT, EDITH
KFAC, Los Angeles, Calif.
KILEY, JOHN
WMEX, Boston, Mass.
KIMBLE, WALTER
WDBO, Orlando, Fla.
KING, JOHN
KAWT, Douglas, Ariz.
KING, PEE WEE
(See Radio-TV Artists)
KING, REX
KFIO, Spokane, Wash.
KIPEN, MAURICE
WTMJ, Milwaukee, Wis.
KIRBY, GEORGE
KLCN, Blytheville, Ark.
KIRBY, RICHARD
WCHA, Chambersburg, Pa.
KIRWAN, DENNY
WINZ, Hollywood, Fla.
KLINE, ARMAND
KOD-TV, Albuquerque, N. Mex.
KLYCE, KENNETH M.
WTPR, Paris, Tenn.
KNIGHT, LARRY
WRCS, Ahoskie, N. C.
KNOTT, ALBERT
WKRM, Columbia, Tenn.
KNUTSON, ULAMAE
WDLB, Marshfield, Wis.
KOSLOFF, LOU
Life of Riley; Blondie, NBC.
KOTTLER, MISCHA
WWJ, Detroit, Mich.
KOURY, REX
ABC, ABC-TV
KOUSSEVITSKY, DR. SERGE
Boston Symphony—Dress Rehearsal, NBC.
KREBS, ELMER
WISN, Milwaukee, Wis.

—L—

LAMBERT, NORMAN
WLNZ, Bangor, Me.
LAMBERTON, M. W.
KDAN, Oroville, Calif.
LANE, LORNA
WROK, Rockford, Ill.
LANGE, HENRY
WHIO, Dayton, O.
LAPAN, DON
KTRB, Modesto, Calif.
LASH, CLIFF
Dixieland Limited
WLW-T, Cincinnati, O.
LASZLOW, ALEXANDER
This Is Your Life, NBC.
LAURIE, BILL
KEBE, Jacksonville, Tex.
LAVALLE, PAUL
Cities Service Band of America, NBC, NBC-TV



PAUL TAUBMAN

ORGANIST
PIANIST
CONDUCTOR

RCA-Victor Recording Artist

JIMMY LYTELL

and his

"Delta Eight" Orchestra

featured on

"OLD NEW ORLEANS"

RCA Recorded Programs

LAVERY, DON
WJJD, Chicago, Ill.
LaVOIE, PAUL
WJR, Detroit, Mich.
LAWRENCE, NORMAN
WMIS, Natchez, Miss.
LEAGUE, EDWIN
WTMV, East St. Louis, Ill.
LEE, BOB
KCKOK, Tulare, Calif.
LEE, DUSTY
WBEL, Beloit, Wis.
LEE, HARRY
WBPZ, Lock Haven, Pa.
LEE, JIMMY
WZIP, Covington, Ky.
LEE, MEL
KTTR, Rolla, Mo.
LEHNHOFF, HENRY
KWED, Seguin, Tex.
LEIBERT, DICK
Dick Leibert, NBC.
LEMEN, MATT
KOPO, Tucson, Ariz.
LENZ, PHYLLIS
WLIO, East Liverpool, O.
LEURIG, HARRISON
WLPO, La Salle, Ill.
LEVERETT, LULU MAE
WVOP, Vidalia, Ga.
LEVEY, HAROLD
The Theatre Guild on the Air, NBC.
LEVIN, SYLVAN
WOR, New York, N. Y.
Opera Concert, Arthur Lesser Show
WOR-TV, New York, N. Y.

LEVINE, HENRY
Solitair Time, NBC.

LE WINTER, DAVID
Ambassador Hotel Orchestra, NBC.
LEWY, HENRY
KSON, San Diego, Calif.
LINDLEY, ROBERT
KBST, Big Spring, Tex.
LIPMAN, PAUL
Lights Out
NBC-TV
LITTLEPAGE, EVELYN R.
WMFT, Florence, Ala.
LIVELY, LEE
WLOW, Norfolk, Va.
LOCKHART, HARRY
KTHS, Hot Springs, Ark.
LOCKWOOD, LEE
WHBF, Benton Harbor, Mich.
LOFTESNESS, RAY
KSOO, Sioux Falls, S. Dak.
LOKEY, FRANK
WORD, Spartanburg, S. C.

LOMBARDO, GUY
Saturday Dance Date; Roosevelt Hotel Orchestra; The Guy Lombardo Show, NBC.

LONGFELLOW, WANNIE
KHOZ, Harrison, Ark.
LOPEZ, VINCENT
Luncheon with Lopez, NBC.
LOUISFELL, MARION PAYNE
WCOU, Lewiston, Me.
LUBIN, HARRY
Maxwell House Coffee Time starring George Burns & Gracie Allen, NBC.

LUDLOW, BEN
B. Ardmore, Pa.; Candlelight Review, NBC-TV; Mr. Feathers, MBS; Call The Police, CBS; Scattergood Baines, MBS; Thesaurus Transcriptions; Ezio Pinza-Mary Martin Records.

LUGAR, JOE
Morning Matinee
WLW-T, Cincinnati, O.

—Mc—

McCARTHY, RED
WHGB, Harrisburg, Pa.
McCUTCHAN, KEN
WIKY, Evansville, Ind.
McCUNE, DOM
WFAR, Fairbanks, Alaska
McDERMOTT, CLARK
WRJM, Newport, R. I.
McGAUGHEY, WARREN
KNEB, Scottsbluff, Nebr.
McGRATH, MARGARET E.
KOWH, Omaha, Neb.
McGRATH, NED
WDHL, Olean, N. Y.
McKINNEY, ALENE
KFAB, Omaha, Nebr.
McLEAN, DON
KFYR, Bismarck, N. Dak.
McMANUS, JOHNNY
The Lamb's Bambol
NBC-TV
McNEIL, IDA A.
KGFX, Pierre, S. Dak.
McPHERSON, HUGH
WOAY, Oak Hill, W. Va.

—M—

MAAS, DON
KSEM, Moses Lake, Wash.
MACKEY, J. WRIGHT
WRAK, Williamsport, Pa.
MALIN, M. L.
WWNH, Rochester, N. H.



BEN LUDLOW

MUSIC



CARMEN MASTREN

Conducting

"Songs By Morton Downey"

NBC

MANN, EARL
KFGO, Fargo, N. Dak.
MANORSKY, MORRIS
A Tree Grows in Brooklyn, NBC.
MAPES, BILL
WHOS, Decatur, Ala.
MARCEAUX, VERNE
WNMP, Evanston, Ill.
MARCOTTE, DONALD A.
WMAQ, Chicago, Ill.
MARS, PETER A.
WKLA, Ludington, Mich.
MARSHALL, JIMMY
WTOB, Winston-Salem, N. C.
MARTIN, KRIS
WACE, Chicopee, Mass.
MARTIN, NOEL D.
KOB, Albuquerque, N. Mex.
MASON, VIVIAN
KHUM, Eureka, Calif.

MASTREN, CARMEN N.
B. Cahoes, N. Y.; Songs By Morton Downey, NBC, NBC-TV

MATTHEWS, SAM T.
KGKB, Tyler, Tex.
MAUGANS, WILLIAM
KSOK, Arkansas City, Kansas
MAUPIN, REX
WENR, WENR-TV, Chicago, Ill.
MAY, BILLY
The Adventures of Ozzie & Harriet, NBC.
MAYO, BILLY
WFAA, Dallas, Tex.
MAYS, VERLIN
WFHG, Bristol, Va.
MEAKIN, JACK
The Great Gildersleeve, NBC.
MELNICK, KAY
WLOA, Braddock, Pa.
MENDELSOHN, FRED
WBNX, New York, N. Y.
MENDENHALL, MENDY
KASI, Ames, Ia.
MERLIN, VING
Enchanted Strings
WPIX, New York, N. Y.
MESERVY, NORMAN
WOLF, Syracuse, N. Y.
METCHNEK, WILLIAM
WTCN, WTCN-TV, Minneapolis, Minn.
MEYER, MARY
KPOW, Powell, Wyo.
MICHAEL, ROBERT
WRTA, Altoona, Pa.
MILLER, DOROTHY
WEAM, Arlington, Va.
MILLER, FRIEDA
WTOD, Toledo, O.
MILLER, HARRISON A.
KIT, Yakima, Wash.
MILLER, JACK
The Aldrich Family, NBC.
MILLER, MAX
Club Canadaigua
WBEN-TV, Buffalo, N. Y.
MILLS, BILLY
Fibber McGee and Molly, NBC.
MILLS, JACK
KSIB, Creston, Ia.
MILSOP, JOSEPH
WCPA, Clearfield, Pa.
MILWEE, N. C. JR.
WHBS, & WHBS-TV, Huntsville, Ala.
MINIARD, TOM
WCTA, Andalusia, Ala.
MISER, IRV
WMID, Atlantic City, N. J.
MITCHELL, BOB
KFI, Los Angeles, Calif.
MONROE, CAL
WCAP, Asbury Park, N. J.

MONROE, VAUGHN
B. Oct. 7, 1911, Akron, O.; Camel Show, CBS.

MONTGOMERY, PAUL
WFRC, Reidsville, N. C.
MOORE, A. RAYMOND
WHUM, Reading, Pa.
MOORE, FRED F.
WNDB, Daytona Beach, Fla.
MORAN, JACK
KURV, Edinburg, Tex.
MORGAN, JAMES
WNHC, WNHC-TV, New Haven, Conn.
MORGAN, TOMMY
KOD-TV, Albuquerque, N. Mex.
MORGAN, WAYNE
WMFR, High Point, N. C.
MORRIS, BILL
WROM, Rome, Ga.
MORRIS, FRANK
WJAX, Jacksonville, Fla.
MORRIS, JOHN J.
WTOR, Torrington, Conn.
MORRISSETTE, RICHARD
WCHV, Charlottesville, Va.
MOSKAU, PAUL
KFEQ, St. Joseph, Mo.
MUNCH, CHARLES
Boston Symphony—Dress Rehearsal, NBC.



HENRY
("Solitair Time")
HOT-LIPS
("Chamber Music Society of Lower Basin Street")
LEVINE



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Television-WAVE-TV

MUNN, MILTON
WICU, Erie, Pa.
MURFF, FRED
WLAC, Nashville, Tenn.
MURRAY, J. BRUCE
KWHK, Hutchinson, Kans.
MURRAY, JOHNNY
KLIF, Dallas, Tex.
MURRY, LYN
B. Dec. 6, 1909, London, England; Ford Theater, Hallmark Playhouse, Joan Davis Show.
MYERS, BILL
KTMC, McAlester, Okla.
MYERS, STANLEY
ABC, ABC-TV

—N—

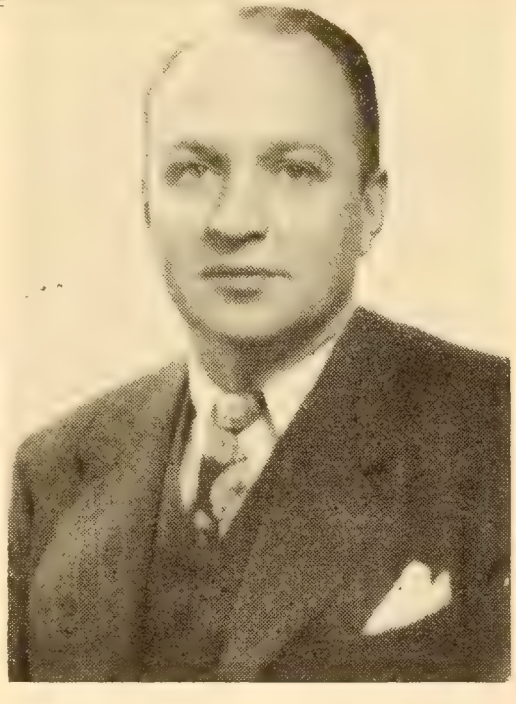
NALLE, BILLY
Children's Sketchbook, NBC-TV; I Remember Mama, CBS-TV; Kraft TV Theatre; NBC-TV; Colgate Theatre, NBC-TV; Candid Camera, NBC-TV
NAPIER, BYRON
KCRC, Enid, Okla.
NASH, BARNES
WHIS, Bluefield, W. Va.
NEAL, PAUL
WBNS, Columbus, O.
NEELY, UBERTO
Builders of Destiny
WLW-T, Cincinnati, O.
NEIGHBOR, HOWARD
KVGB, Great Bend, Kans.
NELMS, WILLIAM
WTAX, Springfield, Ill.
NELSON, BOB
WBBQ, Augusta, Ga.
NELSON, BOB
WTSN, Charleston, S. C.
NELSON, GEORGE
WHIT, New Bern, N. C.
NELSON, RUTH HULSE
The Mary Lee Taylor Show
NBC
NEWCOMB, GENEVIEVE
WFAX, Falls Church, Va.
NEWLAND, MARIE
WSAT, Salisbury, N. C.
NEWTON, RALPH
KFDA, Amarillo, Tex.
NICHOLSON, JOHN F.
WTMC, Ocala, Fla.
NIDES, HARRY
WROL, Knoxville, Tenn.
NIDEVER, LAURA B.
KASH, Eugene, Ore.
NIEVES, JONI
KICA, Clovis, N. Mex.
NININGER, EVELYN
WDBJ, Roanoke, Va.
NOBLE, ROGER
WSLI, Jackson, Miss.
NOLDER, MURL
KGLC, Miami, Okla.
NOLEN, BETTY HUGHES
KADA, Ada, Okla.
NORQUIST, JEANETTE
KFEL, Denver, Col.
NOVICH, LUCILLE
KWTX, Waco, Tex.
NUNNALLY, KATHERINE
WSSV, Petersburg, Va.

—O—

O'BRIEN, GERRY
KTUC, Tucson, Ariz.
OGLETREE, BILLIE
KVOP, Plainview, Tex.
O'HARA, JANE
WQAN, Scranton, Pa.
OLSON, WALLACE
WCCO, Minneapolis, Minn.
O'NEILL, JOE
KVOO, Tulsa, Okla.
OPPEL, JERRY
KOLE, Port Arthur, Tex.
OSBORNE, HAROLD
WMBD, Peoria, Ill.
O-WALT, DOTTIE
KTAT, Frederick, Okla.
OVERSTREET, MAVIS
WSLS, Roanoke, Va.
OWEN, ELWYN
Meet the Meeks, NBC.
OWEN, EMLYN
KXEL, Waterloo, Ia.
OYLER, HAROLD
WEBQ, Harrisburgh, Ill.

—P—

PADGETT, MATTIE I.
WIRC, Hickory, N. C.
PAGE, DOROTHY E.
WPAY, Portsmouth, O.
PAIGE, RAYMOND
Skyway To Stars
CBS
PALMER, BILL
WDXB, Chattanooga, Tenn.
PAQUETTE, ARTHUR
WFCI, Providence, R. I.
PARIS, NORMAN
A Girl About Town
NBC-TV
PARKER, MARY
KFFA, Helena, Ark.



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GEORGE WRIGHT

PARKS, STURLE J.
WHOC, Philadelphia, Pa.
PATTERSON, ANDY
KMJ, Fresno, Calif.
PAUL, CHARLES F.
B. New York, N. Y.; Mr. & Mrs. North, CBS; Martin Kane Private Eye, NBC-TV; The Shadow, WOR; Lora Lawton, NBC; Young Dr. Malone, CBS; Nora Drake, CBS; Road of Life, NBC
PAUL, NORMAN
KSJO, San Jose, Calif.
PAVOLINO, MARY
WICA, Ashtabula, O.
PEACOCK, MELVIN
WSAV, Savannah, Ga.
PEEPLES, TRUDY
WWOL, Buffalo, N. Y.
PECK, ALBERT
KROS, Clinton, Ia.
PENTLAND, MARY ALICE
KVOR, Colorado Springs, Colo.
PERKINS, JAMES
WBBB, Burlington, N. C.
PETERSON, LAVERNE
WSAU, Wausau, Wis.
PFLEEGER, GEORGE
WJTN, Jamestown, N. Y.
PHILLIPS, A. G.
WLTC, Gastonia, N. C.
PHILLIPS, GREGG
WJOL, Joliet, Ill.
PHILLIPS, OREL
KDON, Santa Cruz, Calif.
PICAZO, RACHEL
WMTC, Vancleve, Ky.
PICHE, MAURICE
KYSM, Mankato, Minn.
PICKENS, CHAS.
WHBC, Canton, O.
PIETERZ, GLADYS
WKAQ, San Juan, P. R.
PILDNER, HENRY
WGAR, Cleveland, O.
PILAUT, JIM
KPAN, Hereford, Tex.
POINTEL, CHARLES H.
WRDW, Augusta, Ga.
POMEROY, JOHN C.
WILS, Lansing, Mich.
POTT, WILLARD
WHK, Cleveland, O.
POTTER, CLIFFORDEAN
WOMI, Owensboro, Ky.
POTTER, GEORGE
KIYI, Shelby, Mont.
POWER, BARBARA
WPIK, Alexandria, Va.
PRITCHARD, BOBBY
WCEC, Rocky Mount, N. C.
PUDRASKA, JEANNE
WTWT, Stevens Point, Wis.
PUTER, JACK
KFXJ, Grand Junction, Col.
PUTNAM, JIM
WOLS, Florence, S. C.

— R —

RAFFERTY, CARL L.
KJSK, Columbus, Neb.
RAHDERS, PAUL
KRJF, Miles City, Mont.
RAINEY, BRUCE
KSYL, Alexandria, La.
RAMIREZ, JOSE RAUL
WIAC, San Juan, P. R.
RAMIREZ, WALLACE
WAEL, Rayaguez, P. R.
RANDALL, GORDIE
TV Showcase
WRGB, Schenectady, N. Y.
RANDOLPH, ELIZABETH
Story to Order, NBC.
RAST, MALCOLM
WCOS, Columbia, S. C.
RAVILIOUS, HOWARD
WDWD, Dawson, Ga.
RAY, CARMEN
Sports Room
WAAM, Baltimore, Md.
REARDON, RUSS
WHEB, Portsmouth, N. H.
REBER, DON
KVNU, Logan, Utah
RECKINGER, KEN
WXLT, Ely, Minn.
REED, JAMES
WAPX, Montgomery, Ala.
REEDER, CHARLES
WING, Dayton, O.
REGAN, MATT
WBTA, Batavia, N. Y.
REGNERY, MARLENE
WICC, Bridgeport, Conn.
REININGER, JOHNNY
New Orleans Showcase
WDSU-TV, New Orleans, La.
REITMANN, BILL
KVSF, Santa Fe, N. Mex.
REPINE, BURT T.
WRVA, Richmond, Va.
REYNOLDS, CLARENCE
KOMA, Oklahoma City, Okla.
REYNOLDS, JAMES
WPAL, Charleston, S. C.
RIANHARD, CONRAD
WMBG, Richmond, Va.
RICE, EDWARD
Voices Down the Wind, NBC.

Art Van Damme Quintet

NBC-Chicago

"Reserved for Garroway"

CAPITOL RECORDING ARTISTS

* * * * *

Personal Management

Jack Russell



RICHARDS, HORACE
WPAM, Pottsville, Pa.
RICHARDS, JOAN
WKID, Urbana, Ill.
RICHARDS, DONALD W.
WFMJ, Youngstown, O.
RICHARDSON, EDNA E.
WTMA, Charleston, S. C.
RICHARDSON, HELEN
WAGC, Chattanooga, Tenn.
RICHARDSON, MARY HESTER
WBML, Macon, Ga.
RILEY, RALPH
WHIZ, Zanesville, O.
RING, MARGARET
KXRX, San Jose, Calif.

RIO, ROSA

My True Story, ABC; Ted Malone, ABC; Rose Rio Rhythms, ABC; Front Page Farrell, NBC; Lorenzo Jones, NBC; Cartoon Telletunes, ABC-TV. Also commercial films for RCA.

RISER, BETTIE
WJEJ, Hagerstown, Md.
ROBB, WILLIAM
WKIX, Columbia, S. C.
ROEDER, DOROTHY
WJPS, Evansville, Ind.
ROEGNER, RUPERT
KGCU, Mandan, N. Dak.
ROHR, JACK
WCBM, Baltimore, Md.
ROMANDY, DION
KFWB, Los Angeles, Calif.
ROMEO, PAUL
WOV, New York, N. Y.
ROONEY, VERNE
WLOL, Minneapolis, Minn.
ROSE, DAVID
The Red Skelton Show, NBC.
ROSS, JOHN
WBLJ, Dalton, Ga.
ROSS, KAL
WPWA, Chester, Pa.
ROSS, MURRAY
Colgate Sports Newsreel of the Air, NBC.
ROSS, ROY
WNEW, New York, N. Y.
ROTH, ALAN
Texaco Star Theater
NBC-TV
ROUNTREE, RUSS
KCOL, Fort Collins, Col.
ROY, EL
WOMT, Manitowoc, Wis.
RUCKER, STAN
WOW-TV, Omaha, Nebr.
RUDD, WALLY
WDGY, Minneapolis, Minn.
RUDOLPH, JOSEPH
WAIT, Chicago, Ill.
RUSSELL, HENRY
Henry Russell Music: Hollywood Radio City Orchestra; Hollywood Calling; NBC Theatre; Screen Directors Playhouse; The Dorothy Lamour Show, NBC.
RUTLEDGE, JOHN
WJBO, Baton Rouge, La.
RYAN, JOE
WALL, Middletown, N. Y.

—S—

SAATKAMP, JACK
Family Time; Circle Arrow Show, NBC.
SAGES, J. SULLVAN
WMBS, Uniontown, Pa.
SALERNO, SAM
KDAC, Ft. Bragg, Calif.
SALSBURG, JOE
WARM, Scranton, Pa.

SALTER, HARRY

It Pays To Be Ignorant, CBS; The Phil Silvers Arrow Show, NBC-TV.

SANDERS, JELLY
KTIP, Porterville, Calif.
SANFORD, CHARLES
Fireball-Fun-For-All
NBC-TV
SANTELMANN, WILLIAM
U. S. Marine Band, NBC.
SARGENT, MICHAEL
WBIW, Bedford, Ind.
SASLOWSKY, NICHOLAS
WEVD, New York, N. Y.
SAVITT, LOUIS
WBRE, Wilkes-Barre, Pa.
SAWYER, TOM
WHOO, Orlando, Fla.
SCHARF, WALTER
The Phil Harris-Alice Faye Show, NBC.
SCHMALE, RICH
KHUB, Watsonville, Calif.
SCHUMANN, WALTER
Dragnet, NBC.
SCOTT, ADELLE
A Life in Your Hands, NBC.
SCOTT, DALE
KSYC, Yreka, Calif.
SCOTT, RAYMOND
Your Hit Parade; the Raymond Scott Quintet, NBC.
SCOTT, WAYNE
WREL, Lexington, Va.
SEAMAN, GORDON
WOKO, Albany, N. Y.
SELINSKY, VLADIMIR
Big Story
NBC-TV
Electric Theatre
CBS
SEWALL, GRANT
KCBQ, San Diego, Calif.
SHAFFER, ISABEL
WSJS, Winston-Salem, N. C.
SHANKLE, HUGH
WROB, West Point, Miss.
SHARPE, H. H. III
WTRY, Troy, N. Y.
SHAUNCE, GOLDA
WMBH, Joplin, Mo.
SHAW, SUE
WGIG, Brunswick, Ga.
SHAWVER, WILLIS
WKEY, Covington, Va.
SHEAN, EARL
WJAR, Providence, R. I.

SHELDON, EARL

B. Jan. 1, 1915, New York, N. Y.; Drene Shampoo Show, NBC; Musical Bouquet; Pinaud's Jack Smith Show, CBS; Pet Milk Show, NBC; '48 Gulfspray; Bendix Transcriptions, Capitol Records, Muzak, Associated, London Records.

SHELLY, RAYMOND
KANS, Wichita, Kans.
SHOOP, DAVID
WHP, Harrisburg, Pa.
SHREDNICK, MILTON
Sketches in Melody, NBC.
SILFER, CARL
WAGE, Syracuse, N. Y.
SIMEON, HARRY
Philco Television Playhouse
NBC-TV
SIMPSON, JOHN
KOTA, Rapid City, S. Dak.
SLACK, PETER
KGER, Long Beach, Calif.
SLATER, M. R.
WCAX, Burlington, Vt.
SMITH, BEASLEY
WSM, Nashville, Tenn.
SMITH, FRANCES
KOL, Seattle, Wash.
SMITH, FRED
KALI, Pasadena, Calif.
SMITH, HELEN
KECK, Odessa, Tex.
SMITH HOWARD
Robert Q. Lewis Show
CBS
SMITH, JOHN
KSPA, Santa Paula, Calif.
SMITH, LYLE
WJBC, Bloomington, Ill.
SMITH, MERRILL
WIDE, Biddeford, Me.
SONTAG, GEORGE
WOC, Davenport, Ia.
SORENSON, HAL
KELO, Sioux Falls, S. Dak.
SOREY, VINCENT
Get-Together With Gambling
WOR-TV, New York, N. Y.
SOSNICK, HARRY
Philco Television Playhouse
NBC-TV
SPARKMAN, BETTY
WTOM, Bloomington, Ind.
SPARROW, JOHNNY
WAAM, Baltimore, Md.
SPEARS, SAMMY
Front Row Center
WABD, New York, N. Y.
Cavalcade of Stars, DuMont
SPECTOR, GILBERT A.
WLEE, Richmond, Va.
SPRAGGINS, CLOIS
KENT, Shreveport, La.
SPRINGER, HARRY
WENY, Elmira, N. Y.
STABILE, DICK
The Martin and Lewis Show, NBC.
STADLER, RICHARD
WMRN, Marion, O.
STAHL, DICK
KMMJ, Grand Island, Neb.
STANLEY, JAY
WAAT, Newark, N. J.
STANLEY, LEONARD
Songs For Your Supper, Rehearsal Call
WXYZ-TV, Detroit, Mich.
STARWYCK, STEVE
KGRH, Fayetteville, Ark.
STANZIOLA, JOHN
WAZL, Hazelton, Pa.
STEIN, RALPH
WEW, St. Louis, Mo.
STEPHENS, DAVID
WCAU, Philadelphia, Pa.
STEPHENS, HAROLD
WDVA, Danville, Va.
STERLING, EARL
KLIX, Twin Falls, Ida.
STETLER, ROBERT
WLAN, Lancaster, Pa.
STOKER, ED
KUTA, Salt Lake City, Utah
STONE, ALBERT
WJMO, Cleveland, O.
STONE, C.
KXLA, Pasadena, Calif.
STORDAHL, AXEL
Your Hit Parade, NBC.
STORM, RAY
KNOX, Grand Forks, N. Dak
STROTHERS, KEN
Let's Relax With The Four Quarters
WBEN-TV, Buffalo, N. Y.
STUART, EARL
WWJ-TV, Detroit, Mich.
SURIS, DOMINGO COLON
WPAB, Ponce, P. R.

SVEHLA, WALT
WQAM, Miami, Fla.
SWENSON, MILDRED L.
KWAT, Watertown, S. Dak.
SYBILRUD, JERRY
KMPC, Los Angeles, Calif.

SYLVERN, HENRY "HANK"
Bob Hawk Show, NBC-CBS-TV; Puck Comic Weekly, NBC; This Is Show Business, CBS-TV; Man Against Crime, CBS-TV; Nick Carter, WOR-Mutual.

—T—

TAMBLYN, BOB
WCSC, Charleston, S. C.
TANNER, MARY JANE
WIZE, Springfield, O.
TATE, MALCOLM
WFUN, Huntsville, Ala.

TAUBMAN, PAUL
The Adventures of Frank Merriwell, NBC; Rosemary; Perry Mason; True Detective; Mysterious Traveler; Lights Out, NBC; The Clock, NBC-TV; Benj. Moore Paint Show, MBS; RCA Victor Recording Artist.

TAUSCH, DON
KTBB, Tyler, Tex.
TAYLOR, MRS. GARVIS
KRIC, Beaumont, Tex.
TEMPLETON, JOE
KWHN, Ft. Smith, Ark.
THEILAN, MRS. ANN
KELD, El Dorado, Ark.
THOMAS, DICK
WLEA, Hornell, N. Y.
THOMAS, MRS. JANE
KTBC, Austin, Tex.
THOMAS, MILLICENT
WARL, Arlington, Va.
THOMPSON, JINX
Gunther TV Sports Special
WAAM, Baltimore, Md.
THORNHILL, CLAUDE
Saturday Dance Date, NBC.
THRONDSEN, DOROTHY
KYA, San Francisco, Calif.
THUESON, DEAN
KLO, Ogden, Utah
TIBBELS, BILL
KVMA, Magnolia, Ark.
TIGHE, JIM
WFHR, Wisconsin Rapids, Wis.
TIMM, CHARLES
WSIV, Pekin, Ill.
TOSCANINI, ARTURO
NBC Symphony, NBC.
TOWNE, GORDON
WORZ, Orlando, Fla.
TOWNSEND, WALLY
CKLW, Detroit, Mich.: Windsor, Ont.
TREPEL, MIMI
WLIB, New York, N. Y.
TRIBBLE, MARTHA
WGNS, Murfreesboro, Tenn.
TRIMMER, WALTER
WSRS, Cleveland, O.
TRUDEAU, NED
WABY, Albany, N. Y.
TUCKER, SUE
WKBV, Richmond, Ind.
TYNE, JIM
KDSJ, Deadwood, S. Dak.

—U—

UNDERWOOD, PIERSON
WQQW, Washington, D. C.

—V—

VAGNONI, FRANK
WJZ, New York, N. Y.
VAN DRIEL, BOB
KGGM, Albuquerque, N. Mex.
VAN SICKLE, ANN
WPDX, Clarksburg, W. Va.

VAN STEEDEN, PETER
Mr. District Attorney, NBC; Break The Bank, NBC.

VAN VELZER, DON KEITH
KUJ, Walla Walla, Wash.
VERGER, PRIM
WIBR, Baton Rouge, La.
VERNON, MAC
KVER, Albuquerque, N. Mex.
VILLAREAL, MANUEL
DYBU, Cebu, P. I.
VITZ, Katherine
KDDD, Dumas, Tex.
VOGT, GERALD
WHEC, Rochester, N. Y.
VOLGER, THELMA
KWPC, Muscatine, Ia.

VOORHEES, DON
Telephone Hour, NBC; Cavalcade Of America, NBC.

VOSBURGH, RICHARD
WENE, Binghamton-Endicott, N. Y.

—W—

WACKS, LOU
WMCA, New York, N. Y.
WALKER, EDWARD C.
WDAE, Tampa, Fla.
WALKER, FRANKYE
WFOY, St. Aug., Fla.
WALKER, MARILYN
KTRE, Lufkin, Tex.
WALLACE, NEAL
KFBC, Cheyenne, Wyo.
WALLING, MARGARET
WOOF, Dothan, Ala.
WALSH, GORDON
WVEC, Hampton, Va.

WARING, FRED
Fred Waring Show, WCBS-TV, New York, N. Y.

WATKINS, RICHARD L., JR.
KSIM, Sikeston, Mo.
WATTS, SAM
KWBR, Oakland, Calif.
WAYNE, ROGER
WHLI, Hempstead, N. Y.
WAYNICK, HOWARD
Showcase
WFMY-TV, Greensboro, N. C.
WEBB, LOU
Another Song; Lou Webb, Organist Morning Serenade; "Words and Music," NBC.
WEBER, HENRY
U. S. Marine Band, NBC.
WEILADT, ALLO
WFBG, Altoona, Pa.
WEILER, ROBERT J.
KDIX, Dickinson, N. Dak.
WEINER, MILTON
WLW, Cincinnati, O.
WELLS, MORTON
WOW, WOW-TV, Omaha, Nebr.
WESTBROOK, HELEN
Helen Westbrook, Organist; A Life in Your Hands, NBC.
WESTBY, HAROLD, JR.
KAUS, Austin, Minn.
WESTLEY, OSGOOD
WLS, Chicago, Ill.
WESTON, PAUL
Chesterfield Supper Club, NBC.
WHIPPLE, DOC
Howdy Doody
NBC-TV
WHITE, HOYT
WENK, Union City, Tenn.
WHITE, KEITH
WICY, Malone, N. Y.

WHITE, LEW
Inner Sanctum, Grand Central Station, Rose of My Dreams, CBS; Portia Faces Life, NBC; RCA-Victor Records, Columbia Movie Shorts.

WHITE, ORSON
WRJN, Racine, Wis.
WHITNEY, GLORIA
KNAK, Salt Lake City, Utah
WILBAR, R. D.
WINS, New York, N. Y.
WILCOX, ALFRED
WAEB, Allentown, Pa.
WILK, MARIE
WWSW, Pittsburgh, Pa.
WILLIAMS, GENE
WSPD, Toledo, O.
WILLSE, R. WILLIAM
WDEM, Providence, R. I.
WILLSON, MEREDITH
Meredith Willson Show, NBC.
WILSON, KENNETH
WHDH, Boston, Mass.
WILSON, WALTER
WHOP, Hopkinsville, Ky.
WOOLF, CARL
WMVG, Milledgeville, Ga.
WOOD, ROGER
WIRA, Ft. Pierce, Fla.
WOODMAN, BOB
WWCO, Waterbury, Conn.
WOODS, RICHARD
KYJC, Medford, Ore.

WRIGHT, GEORGE
B. 1920, Orland, Calif. Jack Berch Show, ABC; Songs by Morton Downey, MBS; Maytag, NBC; Your United Nations, NBC; The Tex & Jinx Show, NBC; NBC Thesaurus; Organist, Paramount Theatre, N. Y.

WULLEN, NORMAN
WKBW, Buffalo, N. Y.
WYLE, GEORGE
The Alan Young Show, NBC.

—Y—

YAEZELL, PAUL
KTKT, Tucson, Ariz.
YATES, CHARLIE
WRRF, Washington, N. C.
YOHE, CHARLES R.
WBOC, Salisbury, Md.

YOUNG, VICTOR
B. Aug. 8, 1900, Chicago, Ill.; Wrote Musical score for stage play "A La Carte"; musical dir. for Paramount Pictures.

—Z—

ZACHER, EUGENE
WHAM, Rochester, N. Y.
ZIEGENBEIN, FLEDA
KFOR, Lincoln, Nebr.
ZIMMERMAN, HARRY
KHJ, KTSL, Hollywood, Calif.
ZIMMERMAN, PAUL E.
WMVA, Martinsville, Va.

ROSCOE KARNS — INSIDE DETECTIVE

THE  OF MURDER

Created and written by

LAWRENCE MENKIN and CHARLES SPEER

RADIO and TV WRITERS

CARLTON E. MORSE

WRITER - PRODUCER

"ONE MAN'S FAMILY" . . . NBC and NBC-TV

"I LOVE A MYSTERY" . . . MBS

Radio-TV Writers

Advertising Agency—Network—Free Lance

—A—

ARNOLD, PAUL
(See Radio-TV Artists)

AYRES, KIRBY
Music You Know
CBS

—B—

BEASLEY, IRENE
(See Vocal Artists)

BENOFF, MAC
B. Sept. 21, 1915, New York, N. Y.; Life with Luigi, CBS.

BLAKE, PEGGY
David Harum
NBC

BLOOM, SI
Welcome Aboard, Buzz & Bill
KDKA, Pittsburgh, Pa.

BORDEN, RUTH
Helen Trent
CBS

BOYLE, BETTY
Lum and Abner
CBS

BRAINARD, ED
Lombardoland, U.S.A.
MBS

BURNETT, MURRAY
True Detective Mysteries
MBS

—C—

CARRINGTON, ELAINE
Pepper Young's Family
NBC

COHN, BOBBY
Henry Morgan Show
NBC

COLE, ALONZO D.
Casey, Crime Photographer
CBS

CONNELL, HOWARD
Stop The Music
ABC

CRISTY, PATRICIA
Pick A Date, ABC

—D—

DERMAN, LOU
Life With Luigi
CBS

—F—

FAY, FAITH
Jack Berch Show
NBC

FIELDS, IRVING
(See Radio-TV Artists)

FINKE, JACK
F.B.I. In Peace And War
CBS

FRIEDMAN, MORTON
B. Nov. 3, 1920, New York, N. Y.; NBC University Theatre, NBC; The Mood Is Murder, Transcribed Series; Bourjois Powderbox Theatre, CBS; Counterspy, ABC; Abie's Irish Rose, NBC; U. S. Treasury Guest Star, Transcribed over 2,000 stations.

CARL
BIXBY

Life Can Be Beautiful

Studio One

Theatre Time

•

Sturges Highway
Southport, Conn.

JERRY McGILL

writer

director

producer

Per. Mgt. Bernard L. Schubert

FUNT, JULIAN
Young Doctor Malone
CBS

—G—

GINNES, ABRAM S.
ABC

GLAZER, TOM
B. Sept. 3, 1914, Philadelphia, Pa.; Tom Glazer's Ballad Box, We Care, Pick-A-Date, ABC; Tom, Tommie & Mac, WNBC.

GOODWIN, NANCY
ABC-TV

GREEN, JOHNNY
Blondie
ABC

GUINNES, ABRAM
Family Closeup
ABC

—H—

HAUSER, DWIGHT
ABC

HAZAM, LOU
Living, 1949
NBC

HENLEY, ARTHUR
Honeymoon in New York, NBC; We, the People, (Gulf); Kay Kyser Show, (Ford); You and Humor, CBS; 13 by Henley (Syndicated); Welcome Wagon Transcribed).

HEYWARD, LOUIS M.
Hannibal Cobb, ABC. Sing For Your Supper, MBS; Johnny Desmond Show, CBS-TV.

HOLLAND, HERALD
Mr. Feathers
MBS

HOLLOWAY, JEAN
Mr. President
ABC

HULL, HARWOOD, JR.
Caribbean Crossroads
MBS

HUMMERT, ANNE
Stella Dallas
NBC

—I—

ILLO, SHIRLEY
Amos 'n' Andy
CBS

INGRAM, GAIL
Crime Photographer, Basil Rathbone Show, The Big Story, Inner Sanctum, Hit Parade, Highways In Melody

INGRAM, HARRY
Crime Photographer, Inner Sanctum, Two On A Clue

—J—

JABLONS, MIKE
Pick A Date, ABC; Labor Speaks, MBS

JAEGGIN, ALBERT H.
Melvin Elliott's 7 A.M. Newscast, WOR, New York, N. Y.

JAMPEL, CARL
Archie Andrews
NBC

JOHNSON, JAY
The Fred Waring Show
NBC

JOHNSON, WILLIAM
ABC

JURIST, ED
The Aldrich Family
NBC

—K—

KAYE, NIKKI
Charm Clinic, MBS; Charm, Inc., CBS-TV; Window Shopping, WNBQ

KELLEY, WALBOURN
ABC

KELSY, JACK
Just Plain Bill
NBC

KENT, MONA
Portia Faces Life
NBC

KLEE, LAWRENCE
Mr. Keen
CBS

—L—

LA FRANDRE, JACK
Chicago Theatre of the Air
MBS



Art Henley

MORTON FRIEDMAN

Writer

OVER 100 TOP RADIO AND MOTION PICTURE CREDITS — DRAMA — MYSTERY — MUSIC — COMEDY
Including

"Counterspy" — "Abie's Irish Rose"
"The Mood Is Murder"
"NBC University Theatre"

133 E. 61 St., N.Y.C. TE. 8-6659

LAKLAN, CARLI
Martha Deane Program, WOR

LESLIE, ALEEN
Date With Judy
ABC

LEVINE, SAM
Treasury Varieties
MBS

LEVITT, GENE
The Adventures of Philip Marlowe
CBS

LEWIS, AL
Our Miss Brooks
CBS

LEWIS, JERRY D.
This Is Your F.B.I.
ABC

LEWIS, MILTON
This Is Nora Drake
CBS

LLEWELLYN, JOHN
Johnny Desmond Show
MBS

—Mc—

MacLEISH, RODERICK
ABC-TV

McGILL, JERRY
Big Town, CBS; Mr. District Attorney, NBC; Appointment With Crime, ABC; One Way Street, ABC.

—M—

MACK, NILA
Let's Pretend
CBS

MANSON, KENNETH
ABC

MARION, IRA
Modern Romances, MGM Theater of the Air, Special Report, Crime Does Not Pay, ABC

MARTINI, ROLAND
The Pet Milk Show
NBC

MASON, LUCILE
ABC-TV

MENKIN, LAWRENCE
Hands of Murder (producer); Inside Detective, Program Playhouse (director); DuMont; Guy Lombardo, ET's.: New World A'Coming (director); WMCA; Molle Mystery Theatre, NBC.

MILLIGAN, HAROLD
Metropolitan Opera
ABC

MITCHELL, ROBERT
The Adventures of Philip Marlowe
CBS

MORRIS, FRANK
ABC

MORSE, CARLETON
I Love A Mystery
MBS

MORWOOD, WILLIAM
The Road of Life
NBC

MOSS, HERBERT
Mother Knows Best
CBS

MULCAHY, RICHARD
ABC

—N—

NISS, STANLEY
Gangbusters
CBS

—P—

PELLETIER, LOUIS
F.B.I. In Peace And War
CBS

PHILLIPS, ERNA
The Guiding Light
CBS

PUGH, MADELYN
My Favorite Husband
CBS

—R—

RAFAEL, WILLIAM T.
Kate Smith Calls, Old Gold Party Time, Let's Go to the Met, Thoughts In Passing, Sammy Kaye's Chrysler Showroom, ABC

REDFORD, WILLIAM J.
ABC

ROBERTSON, LAWRENCE
ABC

ROEBURT, JOHN
Inner Sanctum
CBS

ROSS, DON
Auction-Aire, ABC-TV; What's the Word?, KNBC (TV); What D'You Know?, KGFJ; Hollywood Holiday, ABC.

ROSTEN, NORMAN
The Telephone Hour
NBC

RUBIN, AARON
Henry Morgan Show
NBC

—S—

SANGSTER, MARGARET
ABC

SCHOEN, LILLIAN
Modern Romances, Roger Dann Show, ABC

SHAW, BOB
Mr. District Attorney
NBC

SLOANE, ROBERT
Inner Sanctum
CBS

SOMMERS, JAY
Lum and Abner
CBS

SPEER, CHARLES C.
B. Aug. 9, 1903, St. Augustine, Fla.; Hands of Murder, Inside Detective, WABD; Backstage With Barry, Kobbs Korners, CBS-TV; War Documentary, NBC-TV; Radio Hall of Fame, ABC; Believe It Or Not, NBC.

STARK, SHELDON
Straight Arrow
MBS

STEIN, JOE
Henry Morgan Show
NBC

SYNOR, PAUL
Pick A Date, ABC

—T—

TARLOFF, FRANK
The Aldrich Family
NBC

TODD, ELIZABETH
Young Widder Brown
NBC

TOKAR, NORMAN
The Aldrich Family
NBC

TOLL, TED
ABC

TOVROV, ORIN
Brighter Day
CBS

—V—

VENDIG, IRVING
Perry Mason
CBS

VITTES, LOU
The Affairs of Peter Salem
MBS

—W—

WALPOLE, HELEN
B. Birmingham, Ala.; Stella Dallas; Katie's Daughter; Our Gal Sunday (3 years); Lora Lawton (2 years); Second Husband (1 year); Adventure in Reading (3 years); Various Mystery Shows.

WANG, GENE
The Falcon
MBS

WEEDIN, HARFIELD
ABC

WEIDENAAR, CLAIR
ABC

WILLIAMS, DREW
Mutual Newsreel
MBS

WISHENGRAD, MORTON
The Eternal Light
NBC

WITTY, DONALD L.
Modern Romances, ABC

WOLF, WINERFERD
Marriage For Two
NBC

WOOLLEN, RICHARD
ABC

WORMSER, JACK
ABC

—Y—

YOUNG, JOHN M.
Right to Happiness, The Road of Life
NBC



Geoff Davis

SPORTSCASTER-ANNOUNCER

4th successful year in N. Y.

My sincere thanks and appreciation to those who have made this possible

Radio Offer Company
Paramount Pictures
American Schools
N. Y. World-Telegram & The Sun
Loew's Incorporated
Thom McAn
Station WINS
The Crosley Broadcasting Corporation

Announcers

(RADIO AND TELEVISION)

-their work during 1949

—A—

ABBOTT, BOB
KAUS, Austin, Minn.
ABELES, SEYMOUR
WBEN-TV, Buffalo, N. Y.
ABRAMS, SOL
WGAU, Athens, Ga.
ADAMS, BERNIE
WMBR, Jacksonville, Fla.
ADAMS, BILL
WHOC, Philadelphia, Miss.
ADAMS, DANA
KFDX, Wichita Falls, Tex.
ADAMS, DEAN
WNAR, Norristown, Pa.
ADAMS, LARRY
WVJS, Owensboro, Ky.
ADAMS, JIM
WDSC, Dillon, S. C.
ADCOCK, WILLIAM
WHNC, Henderson, N. C.
ADEMY, JOHN
WCAO, Baltimore, Md.
ADKINS, JOHN
WTCO, Campbellsville, Ky.
ADRIAN, VIC
WQBC, Vicksburg, Miss.
AGNEW, JOHN
WHKC, Columbus, O.
AHERN, JOHN
KYJC, Medford, Ore.
ALBERTS, NICKY
WAZL, Hazleton, Pa.
ALBIN, NATHAN E.
KYCA, Prescott, Ariz.
ALBRECHT, KEN
KVOB, Alexandria, La.
ALDRICH, BILL
WSRS, Cleveland, O.
ALDRIDGE, L. JAY
WROB, West Point, Miss.
ALEXANDER, CLARK
WHLI, Hempstead, L. I.
ALEXANDER, JACK
KTVL, Tulsa, Okla.
ALLAN, FRANK
KECK, Odessa, Tex.
ALLBAUGH, BILL
KASI, Ames, Ia.
ALLEN, BOB
KWED, Seguin, Tex.
ALLEN, BOYD
KROY, Sacramento, Calif.
ALLEN, DAVE
KXLW, St. Louis, Mo.
ALLEN, PATRICK
Curtain Times, NBC.
ALLEN, REG
WTOP, Washington, D. C.
ALLEN, WAYNE
KSEL, Lubbock, Tex.
ALLGOOD, BILL
WMOC, Covington, Ga.
ALLIN, HENRY
WLAP, Lexington, Ky.
ALLINGER, RALPH
WRUN, Utica, N. Y.
ALLISON, DAN
WICC, Bridgeport, Conn.
ALSPAUGH, BILL
WRAL, Raleigh, N. C.
ALSUP, JOE
WDEF, Chattanooga, Tenn.
ALTMAN, LEN
WSAR, Fall River, Mass.
AMBROSE, ROY
WTUX, Wilmington, Del.
ANDERSON, BILL
WJOC, Jamestown, N. Y.
ANDERSON, CARL
WFOR, Hattiesburg, Miss.
ANDERSON, MILTON
WJAS, Pittsburgh, Pa.
ANDERSON, ORVAL
KGFJ, Hollywood, Calif.
ANDERSON, PAUL
WEW, St. Louis, Mo.
ANDERSON, SAMMY
WAEB, Allentown, Pa.
ANDRES, JOE
WMAW, Milwaukee, Wis.
ANDREWS, DON
WKNX, Saginaw, Mich.
ANNAND, FRANK
WCHS, Charleston, W. Va.

ANSBRO, GEORGE
Go For The House (ABC); Young Widder Brown (NBC); Talk Your Way Out Of It (ABC); Pick A Date With Buddy Rogers (ABC).

ANSON, BRUCE
KGFJ, Hollywood, Calif.
ANTHONY, ALLEN C.
Dr. I. Q.; Dr. I. Q. Jr., NBC.
ANTHONY, BOB
WIRL, Peoria, Ill.
ANTHONY, TED
WTVJ, Miami, Fla.
ARDREY, BOB
WMID, Atlantic City, N. J.
ARMISTEAD, JIM
WRNO, Orangeburg, S. C.
ARMSTRONG, TOM
WGAR, Cleveland, O.
ARNOLD, BILL
WHSY, Hattiesburg, Miss.
ARNOLD, GARY
WDUN, Gainesville, Ga.
ARNOLD, WALTER
ABC, ABC-TV.
ARRASMITH, HERBERT
KERN, Bakersfield, Calif.
ARTER, MALCUM
WKOK, Sunbury, Pa.
ARTHUR, JACK
Eddie Albert Show, NBC.
ARTHUR, JERRY
WLAD, Danbury, Conn.
ARTHURS, BILL
WRFD, Worthington, O.
ARTMAN, PAUL
WJPR, Greenville, Miss.
ASHBURN, RON
WNOX, Knoxville, Tenn.
ASHER, JOE
WLAP, Lexington, Ky.
ASHLEY, ART
WONS, Hartford, Conn.
ASHLEY, BARBEE
WJPR, Greenville, Miss.
ASHTON, WARREN
WIMS, Michigan City, Ind.
ATER, TOM
WKAB, Mobile, Ala.
ATKERSON, PAUL
KALI, Pasadena, Calif.
ATKINS, THEARON O.
WATO, Oak Ridge, Tenn.
ATWELL, HOWARD
WVPO, Stroudsburg, Pa.
AUSTIN, FLETCHER
WBT, Charlotte, N. C.
AVERBACH, BERNARD J.
WBAB, Atlantic City, N. J.

AVERBACH, HY
B. 1920, Minn.; Bob Hope Show, NBC.

AVERY, CHARLES
WFPG, Atlantic City, N. J.

—B—

BABCOCK, FRANK
KXYZ, Houston, Tex.
BABCOCK, WILLIAM
WJAS, Pittsburgh, Pa.
BACON, NORMAN
WOC, Davenport, Ia.
BAGDASARIAN, ALBERT
WNBZ, Saranac Lake, N. Y.
BAILEY, BILL
KTOK, Oklahoma City, Okla.
BAILEY, BILL
KTHS, Hot Springs, Ark.
BAILEY, BILL
WLS, Chicago, Ill.
BAILEY, BOB
WCAV, Norfolk, Va.
BAILEY, LEM
WCOV, Montgomery, Ala.

BAKER, ART
B. January 7, 1898, New York, N. Y.; Art Baker's Notebook, ABC; Triple Feature Theatre, ABC-TV.

BAKER, BYRON
KALB, Alexandria, La.
BAKER, DEAN
KGVL, Greenville, Tex.
BAKER, FRANK
WALA, Mobile, Ala.
BAKER, PAUL
WLAD, Danbury, Conn.
BAKER, ROLAND
KXYZ, Houston, Tex.
BAKER, TOBY
WELI, New Haven, Conn.
BALL, GEORGE
WHLI, Hempstead, L. I.
BALL, JACK
KSAN, San Francisco, Calif.
BALL, NOEL
KSWM, Joplin, Mo.
BALL, ROGER
WALT, Tampa, Fla.
BALLANCE, WILLIS B.
KOA, Denver, Colo.

BALLINGER, ART
This Is Your Life, NBC.
BANKS, HAL
WQQW, Washington, D. C.
BARATH, RAY
WKIX, Columbia, S. C.
BARBER, DON
WGBS, Miami, Fla.
BARBER, JULIAN
WAYS, Charlotte, N. C.
BARBER, ROBERT
WCUM, Cumberland, Md.
BARIBER, DICK
KLZ, Denver, Colo.
BARKER, JIM
WJNC, Jacksonville, N. C.
BARKER, MARK V., JR.
WDUK, Durham, N. C.
BARKLEY, ALAN
WAMS, Wilmington, Del.
BARNETT, GRIFF
The Phil Harris-Alice Faye Show, NBC.
BARRETT, G. ELLIS
WPTR, Albany, N. Y.
BARRON, BILL
WOWO, Fort Wayne, Ind.
BARRY, JACK
WJOY, Burlington, Vt.
BARRY, NORM
WNBQ, Chicago, Ill.
BARRY, NORMAN
WMAQ, Chicago, Ill.
BARTELL, PAUL
WFOX, Milwaukee, Wis.
BARTHEL, BURR
KOL, Seattle, Wash.
BARTLETT, RAY
KWKH, Shreveport, La.
BARTON, FRANK
KNBH, Hollywood, Calif.
BARUCH, ANDRE
Your Hit Parade; Light Up Time, NBC.
BARUTH, JACK L.
WGVM, Greenville, Miss.
BATCHELDER, JOHN
WRC, Washington, D. C.
BATCHELER, DICK
WDBO, Orlando, Fla.
BATE, RICHARD
WNDB, Daytona Beach, Fla.
BATSON, GAY
WDSU, New Orleans, La.
BAUER, GEORGE
WGN-TV, Chicago, Ill.
BAUMAN, BILL
KVNJ, Fargo, N. Dak.
BAXTER, ROY
WBNX, New York, N. Y.
BEATTY, ROSS
WELM, Elmira, N. Y.
BEATTY, WILLIAM
WFLA, Tampa, Fla.
BEAUMONT, PERRY
WLOK, Lima, O.
BECKER, SANDY
Young Dr. Malone
CBS
BEDAN, BIRD
WEAV, Plattsburg, N. Y.
BEDFORD, PAUL
WFMJ, Youngstown, O.
BEECHAM, WALLY
WKRM, Columbia, Tenn.
BEGHOLD, KENNETH
WGBI, Scranton, Pa.
BEKAS, TONY
WHGB, Harrisburg, Pa.
BELANEY, BILL
WCOL, Columbus, O.
BELL, "GABBY"
WBRC-TV, Birmingham, Ala.
BELLAH, MILTON
WDAR, Savannah, Ga.
BELLAIRS, MAL
WCFL, Chicago, Ill.
BELLER, BOB
KIND, Independence, Kans.
BENGTSON, CHARLES
WATR, Waterbury, Conn.
BENNETT, BERN
Sing It Again, This Is Show Business (TV), Abe Burrows (TV)
CBS
BENNETT, BING
WSKY, Asheville, N. C.
BENNETT, RAY
KGA, Spokane, Wash.
BENNICK, DICK
WGIV, Charlotte, N. C.
BENSON, BOB
KYW, Philadelphia, Pa.
BENSON, HAL
WMPS, Memphis, Tenn.
BENSON, JERRY
WGAT, Utica, N. Y.
BENSON, ROBERT
KFAM, St. Cloud, Minn.
BENWARE, REX
WQXR, New York, N. Y.
BERG, LEE
KBON, Omaha, Nebr.
BERLIN, PAUL
WHHM, Memphis, Tenn.
BERNARD, CHUCK
WMJ, Fresno, Calif.



CY HARRICE

BERNIER, GUS
WMUR, Manchester, N. H.
BERNS, BILL
Act It Out, NBC-TV.
BERRY, BILL
WDBO, Orlando, Fla.
BETTERS, MITCHELL
WTHT, Hartford, Conn.
BETTINSON, WIN
WLYN, Lynn, Mass.
BEUTEL, ROBERT L.
WKAT, Miami Beach, Fla.
BEWICK, DOUGLAS
WSPR, Springfield, Mass.
BIVENS, BILL
The Fred Waring Show, NBC.
BIGLER, TOM
WILK, Wilkes-Barre, Pa.
BILL, CHUCK
WJJD, Chicago, Ill.
BILLINGSLEY, BILL
WTOB, Winston-Salem, N. C.
BIRDAS, GEORGE
WLNA, Peekskill, N. Y.
BIRMINGHAM, JOHN
WNBZ, Saranac Lake, N. Y.
BISH, DON
KGEM, Boise, Ida.
BITTERMAN, JACK
WABB, Mobile, Ala.
BLACK, ALAN
WJIT, Pittsburgh, Pa.
BLACK, BERNIE
WGPA, Bethlehem, Pa.
BLACK, BUDDY
KCKN, Kansas City, Mo.
BLACK, CHARLES A.
WSAI, Cincinnati, O.
BLACK, HOWARD
KOY, Phoenix, Ariz.
BLACK, JOE
WHK, Cleveland, O.
BLAKELEY, CLINT
WAFM-TV, Birmingham, Ala.
BLAKELY, CLINTON
WAPI, Birmingham, Ala.
BLAND, CECIL
KTBS, Shreveport, La.
BLANTON, WALLY
KFJZ, Fort Worth, Tex.
BLECKLEY, W, JOHN
WJMR, New Orleans, La.
BLENHEIM, LARRY
WMGM, New York, N. Y.
BLISS, HOMER
WHAM-TV, Rochester, N. Y.
BLOCK, MARTIN
Chesterfield Supper Club, NBC, NBC-TV.
BLOUNT, DAVE
WGGG, Gainesville, Fla.
BLUEBAUGH, PAUL V.
KTLN, Denver, Colo.
BOBB, CHARLES J.
KVOB, Alexandria, La.
BOCOCK, BUDDY
WEAS, Atlanta, Ga.
BODIE, ARMAND
WSOC, Charlotte, N. C.
BODKIN, LARRY
WTAL, Tallahassee, Fla.
BOGDEN, HILARY
WJAS, Pittsburgh, Pa.
BOHACK, WILLIAM
WPAT, Paterson, N. J.
BOIVIN, JAY
WFEA, Manchester, N. H.
BOLLINGER, GENE
WEGO, Concord, N. C.
BOLLWINKEL, CALVIN
WHUC, Hudson, N. Y.
BOLTON, JOE
WPIX, New York, N. Y.
BOLTON, LESLIE R.
KARK, Little Rock, Ark.
BOND, FORD
Cities Service Band of America; Manhattan Merry-Go-Round; American Album of Familiar Music, NBC.
BONDARIN, AVRUM
KFOR, Lincoln, Nebr.
BOOTH, VIRGIL
WKBW, Buffalo, N. Y.
BOULDEN, ARTHUR
CKLW, Detroit, Mich.
BOULTON, MILO
The Phil Silvers Arrow Show, NBC-TV.
BOVARD, BOB
KWBR, Oakland, Calif.
BOWERS, BILL
KOTV, Tulsa, Okla.
BOWER, BOB
WTIP, Charleston, W. Va.
BOWMAN, GUY
WJBK-TV, Detroit, Mich.
BOYD, HARVEY
KWBC, Ft. Worth, Tex.
BOYETTE, PAT
KTSA, San Antonio, Tex.
BOYLES, CHARLES
KOCY, Oklahoma City, Okla.
BOYSEN, JAMES
WTCN, Minneapolis, Minn.
BRADFORD, JOHN
WINS, New York, N. Y.
BRADLEY, BILL
WJTN, Jamestown, N. Y.



HUGH JAMES

PL 7-0700

BRADLEY, ROBERT
WMIL, Milwaukee, Wis.
BRAND, LUTHER
WFBM, Indianapolis, Ind.
BRENNAN, BILL
WJOY, Burlington, Vt.
BRENNAN, DAN
WVOK, Birmingham, Ala.
BRENNER, PAUL
Requestfully Yours, WAAT; Miss Television of '49, March of Talent, WATV.
BREVIK, ERNIE
WDAY, Fargo, N. Dak.
BREWER, BOB
KOTV, Tulsa, Okla.
BROKAW, JAMES
WCOP, Boston, Mass.
BROOK PHIL
WNDB, Daytona Beach, Fla.
BROOKS, MIKE
WBIG, Greensboro, N. C.
BROPHY, WILLIAM
WTHT, Hartford, Conn.
BROWN, BERNARD
WAGA, Atlanta, Ga.
BROWN, BILL
WLW, Cincinnati, O.
BROWN, BLAIR
WWDC, Washington, D .C.
BROWN, DANIEL W.
KTIN, Denver, Colo.
BROWN, E. FRANK
KXLW, St. Louis, Mo.
BROWN, GERALD
WGRC, Louisville, Ky.
BROWN, HOWARD
WFIL, Philadelphia, Pa.
BROWN, LARRY
WGBB, Freeport, N. Y.
BROWN, LEONARD
WMBH, Joplin, Mo.
BROWN, LEONARD
KTW, Seattle, Wash.
BROWN, MARVIN
WMOU, Berlin, N. H.
BROWN, NELSON
WNLC, New London, Conn.
BROWN, PERRY
WHEN, Syracuse, N. Y.
BROWN, R. FRED, JR.
WLOS, Asheville, N. C.
BROWNE, TOM
WKBC, N. Wilkesboro, N. C.
BROWNING, DOUGLAS THOMAS
Champion Spark Plug, Harry Wismer, ABC
BROWNING, REED
ABC, ABC-TV
BRICKELL, BOB V.
KIXL, Dallas, Tex.

BRICKHOUSE, JACK
(See Sports Commentators).

BRIGHT, ROBIN
WKLO, Louisville, Ky.
BRINKLY, JACK
WLS, Chicago, Ill.

BRINKLEY, JACK
B. Nov. 30, 1906, Oxford, N. C.; Judy & Jane, Transcription Net of 25 stations; Children's Hour, (WLS); WLS Evening Hour (WLS); Little Brown Church of the Air, (WLS); Reading the Funnies (WLS); Musical Turnabout (WLS).

BRISCOE, ROY
WSTV, Steubenville, O.
BRISENDING, ROBERT
WERD, Atlanta, Ga.
BRUMM, LEO A.
WTOC, Savannah, Ga.
BRUNER, BOB
WXLW, Indianapolis, Ind.
BRUNNER, LARRY
WCKY, Cincinnati, O.
BRYAN, DON
WFNC, Fayetteville, N. C.
BRYAN, GEORGE
Talent Scouts, Lucky Pup (TV), WCBS News
CBS
BRYANT, ED
WFBL, Syracuse, N. Y.
BRYANT, TED
KWWB, Walla Walla, Wash.
BRYSON, JOHN
WENR-TV, Chicago, Ill.
BRYSON, JOHN
WENR, Chicago, Ill.
BUCHANAN, BRUCE
WMFD, Wilmington, N. C.
BUCHANAN, PAUL
WTOM, Bloomington, Ind.
BUCHMAN, GENE
WIL, St. Louis, Mo.
BUCK, LOUIS
Grand Ole Opry, NBC.
BUDD, MILTON
WMBD, Peoria, Ill.
BUNN, JAMES W.
Chandu, Kate Smith, Family Closeup, ABC;
Stop the Music, ABC-TV
BURGESS, RALPH
WGBA, Columbus, Ga.
BURK, TED
WLBC, Muncie, Ind.

RALPH PAUL



√ **ANNOUNCER**
"TRUE DETECTIVE MYSTERIES"—MBS
"GUY LOMBARDO SHOW"—WNBC
"MOTHER KNOWS BEST"—CBS

√ **M. C.**
"SECOND HONEYMOON" (Daily)—WOR

√ **NEWSCASTER**
"NEWSWEEK PERISCOPE"—WOR

BURNETT, JIM
WFMJ, Youngstown, O.
BURNS, AL
WLYN, Lynn, Mass.
BURNS, EDWARD J.
WGNY, Newburgh, N. Y.
BURNS, ROG
WBEL, Beloit, Wis.
BUSH, DON
WOWO, Fort Wayne, Ind.
BUSSARD, ADALINE
KWWB, Walla Walla, ash.
BUTLER, HARRY W.
WHIO, Dayton, O.
BUTLER, JAY
KFRM-KMBC, Kansas City, Mo.
BYASSEE, ROBERT
WEW, St. Louis, Mo.

—C—

CABLE, LOWELL D.
KVOA, Tucson, Ariz.
CADWELL, CLYDE
KFVD, Los Angeles, Calif.
CALVERT, WILLIAM
WCCC, Hartford, Conn.
CAMPBELL, BUD
WIBR, Baton Rouge, La.
CAMPBELL, DAVE
WAPI, Birmingham, Ala.
CAMPBELL, DAVE
WBT, Charlotte, N. C.
CAMPBELL, DAVE
WBTV, Charlotte, N. C.
CAMPBELL, GEORGE
WHLD, Niagara Falls, N. Y.
CAMPBELL, JACK
KANS, Wichita, Kans.
CAMPBELL, MALCOLM
WCUM, Cumberland, Md.
CAMPBELL, REX
KSL, Salt Lake City, Utah
CANFIELD, GIL
WEWS, Cleveland, O.
CANTER, RUSSELL
WBNS, Columbus, O.
CAPILLI, SAL
WHGB, Harrisburg, Pa.
CAPRAL, ED
WCON, Atlanta, Ga.
CARDELL, GEORGE
WSOY, Decatur, Ill.
CARDIN, BILL
KOMA, Oklahoma City, Okla.
CARIKER, KEN
KRBC, Abilene, Tex.
CARLEY, JAMES F.
WHBO, Tampa, Fla.
CARLSON, ADE
WEBC, Duluth, Minn.
CARLSON, HOWDY
WISH, Indianapolis, Ind.
CARLSON, RUFUS
KVI, Seattle, Wash.
CARLTON, JOHN
WJJL, Niagara Falls, N. Y.
CARLTON, ROBERT
WMBD, Peoria, Ill.
CARPENTER, KEN
Kraft Music Hall, NBC.
CARPENTER, ROBERT
WKBB, Dubuque, Ia.
CARPENTER, UNCLE BEN
WMAP, Monroe, N. C.
CARROLL, VINCE
WBAX, Wilkes-Barre, Pa.
CARTER, ALAN
WPAT, Paterson, N. J.
CARTER, JERRY
WKIP, Poughkeepsie, N. Y.
CARTER, ROBERT
KDB, Santa Barbara, Calif.
CARVER, WALLY
WGPA, Bethlehem, Pa.
CARY, TOM
KFEQ, St. Joseph, Mo.
CASE, KEN
KTBS, Shreveport, La.
CASHION, JOHN T.
WKBC, N. Wilkesboro, N. C.
CASPERSON, CARL
WDAL, Duluth, Minn.
CASSELL, BARRY
WAAM, Baltimore, Md.
CASSELL, CLARENCE
KCBS, San Jose, Calif.
CASSIDY, TOM
KFAC, Los Angeles, Calif.
CASTLE, CHARLES
WLBE, Leesburg, Fla.
CATON, EARL
WHSC, Hartsville, S. C.
CAUDLE, ROY
WAUD, Auburn, Ala.
CAUDILL, CARL B., JR.
WFTC, Kinston, N. C.
CAUGHMAN, CLARE
KYOS, Merced, Calif.
CAVANAGH, LEE
KWK, St. Louis, Mo.
CAY, DON
WNNC, Newton, N. C.
CECIL, HERMAN
KCMC, Texarkana, Tex.
CERULA, PAUL
WVPO, Stroudsburg, Pa.
CHAMBERS, HUGH
WNJR, Newark, N. J.



BEN GRAUER
NBC



FRANK GALLOP

CHAMPION, NED
WNAO, Raleigh, N. C.
CHAMPLIN, GLENN
WLCX, LaCrosse, Wis.
CHAN, CHARLES
NBC.
CHANCELLOR, GREG
KOME, Tulsa, Okla.
CHANDLER, JOEL
WEAV, Plattsburg, N. Y.
CHANDLER, THEODORE
WCAX, Burlington, Vt.
CHANDLER, WARREN
KOOL, Phoenix, Ariz.
CHAPMAN, FRED
WILK, Wilkes Barre, Pa.
CHAPMAN, JERRY
WIRE, Indianapolis, Ind.
CHAPPEL, LLOYD
KNGS, Hanford, Calif.
CHAPPELL, ERNEST
The Big Story, NBC.
CHARLES, JAY
WUSN, Charleston, S. C.
CHASE, BRANDON
WNLC, New London, Conn.
CHASE, EDDIE
WOOD, Grand Rapids, Mich.
CHASE, JOHN PERSHING
WHFB, Benton Harbor, Mich.
CHASE, WARD
WBAY, Green Bay, Wis.
CHATTERTON, LARRY
KTSL, Hollywood, Calif.
CHELTON, GERALD
WRDW, Augusta, Ga.
CHESTER, HARVEY
WLAW, Lawrence, Mass.
CHEZEM, CURT
KUGN, Eugene, Ore.
CHURCHES, GLENN E.
KCRA, Sacramento, Calif.
CLANEY, HOWARD
American Album of Familiar Music, NBC.
CLARE, BOB
KYNO, Fresno, Calif.
CLARK, CHRIS
WRJM, Newport, R. I.
CLARK, DOUG
WIBX, Utica, N. Y.
CLARK, GORDON
KPBX, Beaumont, Tex.
CLARK, HAROLD
WEAN, Providence, R. I.
CLARK, HARRY
News
CBS
CLARK, HENRY
WENT, Gloversville-Johnstown, N. Y.
CLARK, LARRY
WTMJ-TV, Milwaukee, Wis.
CLARK, PAUL
WHAS, Louisville, Ky.
CLARK, WALLACE
WTAX, Springfield, Ill.
CLARK, WARREN
KFEL, Denver, Colo.
CLARKE, EDDIE
KCKN, Kansas City, Mo.
CLAYTON, TOM
WLLH, Lowell-Lawrence, Mass.
CLEAR, WILLIAM S.
WRTA, Altoona, Pa.
CLIFFORD, PAUL
WHRV, Ann Arbor, Mich.
CLINE, KEN
WJBK, Detroit, Mich.
CLOW, KENNETH
WGBG, Greensboro, N. C.
CODDEN, HAL
KFMB, San Diego, Calif.
COHN, HAROLD
WPDQ, Jacksonville, Fla.
COLEMAN, BARRY
KMYR, Denver, Colo.
COLEMAN, BEE
WLEX, Lexington, Ky.
COLEMAN, FRANK
WGAC, Augusta, Ga.
COLEMAN, RICHARD T.
KGGM, Albuquerque, N. Mex.
COLLIER, RALPH
WHAM, Rochester, N. Y.
COLLINS, DAVE
WHOK, Lancaster, O.
COLLINS, SID
WIBC, Indianapolis, Ind.

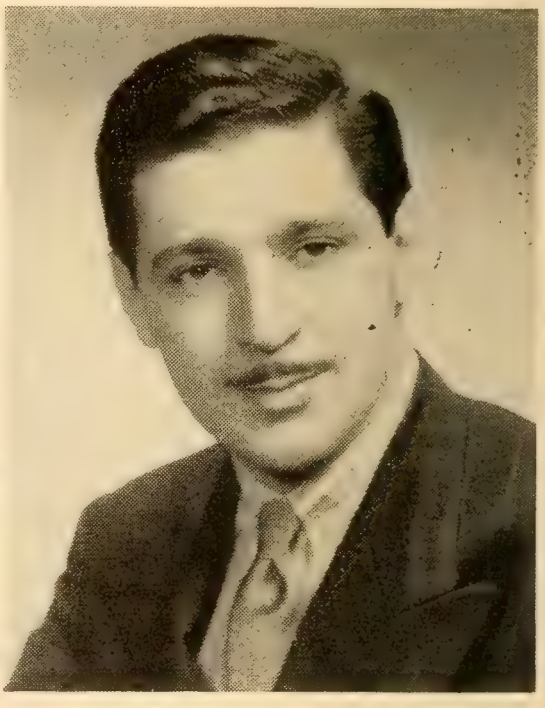
COLLYER, BUD
Quiz of Two Cities; Superman; Break the Bank, ABC; Life Can Be Beautiful, NBC; Molle Mystery Theater, NBC; Winner Take All, CBS, CBS-TV.

COLTON, LAVERN B.
WLAM, Lewiston, Me.
COLVIG, BOB
KSFO, San Francisco, Calif.
COMAN, TOM
WTIP, Charleston, W. Va.
COMANOR, PAULINE
WTVJ, Miami, Fla.
COMO, HUNTER
KDAL, Duluth, Minn.
COMTE, GEORGE
WTMJ, WTMJ-TV, Milwaukee, Wis.



DAVID ROSS

Radio — Television — Films



KEN ROBERTS

SCh. 4-5700

CONCIE, BOB
KDSH, Boise, Ida.

CONNELLY, JOHN H.
B. Sept. 12, 1917, Mt. Pulaski, Ill.; John J. Anthony Hour, WMGM; Five Clues To The Crime, WMGM.

CONNER, TED
WFMJ, Youngstown, O.

CONNOR, CHARLES
KWON, Bartlesville, Okla.

CONOVER, HUGH
The Swift Show, NBC-TV.

CONRAD, GENE
WHIO-TV, Dayton, O.

CONRAD, STEVE
WKBZ, Muskegon, Mich.

CONSTANT, A. H.
KRON-TV, San Francisco, Calif.

COOK, CARLOS
KTMS, Santa Barbara, Calif.

COOK, JAY
KRDO, Colorado Springs, Colo.

COOK, LOU
ABC, ABC-TV

COOK, RICHARD
WLWD, Dayton, O.

COOLEY, FRANK
KOIN, Portland, Ore.

COOPER, DALE
KAST, Astoria, Ore.

COOPER, MEL
KCRT, Trinidad, Colo.

CORBETT, JOHN
WBEN-TV, Buffalo, N. Y.

CORBIN, LOU
WFBR, Baltimore, Md.

CORCORAN, BILL
WJBO, Baton Rouge, La.

CORLEY, BILL
WBNS, Columbus, O.

CORLEY, BOB
WQXI, Atlanta, Ga.

CORLEY, GORDON
KFKA, Greeley, Colo.

CORNEAL, GEORGE
KDZA, Pueblo, Colo.

CORNELL, BOB
KFAC, Los Angeles, Calif.

COSTELLO, JOHN PATRICK (Jack)
B. Sauk Center, Minn.; Music America Loves Best; RCA Victor; Kraft Music Hall; Hildegarde Raleigh Room; Story of Music; Vacation With Music; Catholic Hour; First Piano Quartet, NBC; Eleventh Hour News, WNBC.

COX, BILL
WWDC, Washington, D. C.

CORY, JOHN H.
WHIO,-TV, Dayton, O.

COSLETT, FRANKLIN D.
WBRE, Wilkes-Barre, Pa.

COSTLEY, JAN
WINR, Binghamton, N. Y.

COSTON, J. MONROE
KCLW, Hamilton, Tex.

COUCH, EDWARD
WSSB, Durham, N. C.

COWAN, COLEY
WSON, Henderson, Ky.

COWLING, TERRY
WCOP, Boston, Mass.

COX, FORREST
WRBC, Jackson, Miss.

COYLE, BERT
KCRT, Trinidad, Colo.

CRABLE, BILL
KRIO, McAllen, Tex.

CRAFTON, PATRICK
KRON-TV, San Francisco, Calif.

CRAGER, BOB
WWCO, Waterbury, Conn.

CRAGO, DICK
WCBI, Columbus, Miss.

CRAGO, WILLIAM
ABC, ABC-TV

CRAIG, CHARLES
WDVA, Danville, Va.

CRANE, RICHARD
WWBZ, Vineland, N. J.

CRANE, STEVE
WZIP, Covington, Ky.

CRAWFORD, GEORGE
WINX, Washington, D. C.

CRAWFORD, GENE
WGBF, Evansville, Ind.

CRAWFORD, VERNON
WJNO, West Palm Beach, Fla

CREEDEN, JAY
WHIM, Providence, R. I.

CRESWELL, DICK
WHBL, Sheboygan, Wis.

CROCKER, JERRY
WISR, Butler, Pa.

CROGHAN, JOE
WBAL, Baltimore, Md.

CRONIN, GENE
KRIG, Odessa, Tex.

CROSATTO, DAVE
KJBS, San Francisco, Calif.

CROSBY, BOB
WTOD, Toledo, O.



GLENN RIGGS

free - lance

Announcer

Emcee *Narrator*

LEx. 2-1100



MARVIN MILLER

Announcer

RAILROAD HOUR — ABC

THE BEULAH SHOW — CBS

LOUELLA PARSONS SHOW — ABC

CROSBY, LOU
Double or Nothing, NBC
CROSS, MILTON
Piano Playhouse, Metropolitan Opera, Milton Cross' Opera Album, ABC
CUDABAC, BILL
KWKH, Shreveport, La.
CULLINGS, BOB
WINR, Binghamton, N. Y.
CUMMINGS, ROBERT
ABC, ABC-TV
CUNNING, GERRY
WROX, Clarksdale, Miss.
CUNNINGHAM, BOB
Welcome Travelers, NBC.
CUNNINGHAM, BILL
WPAT, Paterson, N. J.
CUNNINGHAM, DONALD
WLXW, Carlisle, Pa.
CURETON, DAVE
KTKT, Tucson, Ariz.
CURRIE, BOB
WFMY-TV, Greensboro, N. C.
CURTIN, DAVID
WRNY, Rochester, N. Y.
CUTRER, TOMMY
KXYZ, Houston, Tex.
CUTTER, JOE
WKRM, Columbia, Tenn.
CUTTING, BOB
KFRD, Rosenberg, Tex.

— D —

DAGGETT, ROBERT
WISC, Madison, Wis.
DAILEY, DON
KWTO, Springfield, Mo.
DALE, BOB
WEWS, Cleveland, O.
DALE, JOHN
WNEW, New York, N. Y.
DANA, JOE
KOY, Phoenix, Ariz.
DANA, LES
WSPD, Toledo, O.
DANE, DUDLEY
KFAM, St. Cloud, Minn.
DANENBRING, RAY
KASI, Ames, Ia.
DANIELS, ED
WDIA, Memphis, Tenn.
DANIELS, PAUL
WWNH, Rochester, N. H.
DANIS, MEL
WAGE, Syracuse, N. Y.
DARGO, ROBERT
WCSH, Portland, Me.
DARIEN, FRANK
KSJO, San Jose, Calif.
DAUGHERTY, LEO
KWFT, Wichita Falls, Tex.
DAUGHERTY, PAUL
WGST, Atlanta, Ga.
DAVIDSON, BOB
WFAS, White Plains, N. Y.
DAVIDSON, TOM
WCOA, Pensacola, Fla.
DAVIDSON, WILLIAM
ABC, ABC-TV
DAVIES, JOHN DAVID
CKLW, Detroit, Mich.
DAVIS, BOB
KLZ, Denver, Colo.
DAVIS, BOB
WMNC, Morganton, N. C.
DAVIS, BOB
WTYS, Marianna, Fla.
DAVIS, BRITT
KOWB, Laramie, Wyo.
DAVIS, ERNIE
WCSS, Amsterdam, N. Y.
DAVIS, FRED
KRPL, Moscow, Ida.
DAVIS, GEORGE
WRBL, Columbus, Ga.
DAVIS, JACK
WWXL, Peoria, Ill.
DAVIS, JOHN
WWSW, Pittsburgh, Pa.
DAVIS, JOHN LEE
WKEY, Covington, Va.
DAVIS, LARRY
KRNT, Des Moines, Ia.
DAVIS, NORMAN
WRUF, Gainesville, Fla.
DAVIS, RICHARD
WCOU, Lewiston, Me.
DAVIS, RUSS
WBKB, Chicago, Ill.
DAWES, BILL
WCPO-TV, Cincinnati, O.
DAWSON, BOB
KCBC, Des Moines, Ia.
DAWSON, JAMES
WHBI, Newark, N. J.
DAWSON, WILLIAM H.
WPAY, Portsmouth, O.
DAY, JACK
WFBR, Baltimore, Md.
DEAL, JOHN H.
WHCU, Ithaca, N. Y.
DEAL, WILLIAM
WCAM, Camden, N. J.
DEALE, HUBERT
WHAN, Charleston, S. C.
DeGRE, MURIEL
WEOK, Poughkeepsie, N. Y.



TONY MARVIN
C.B.S.



GENE HAMILTON
- - - everything from
"LOWER BASIN STREET"
to
"CARNEGIE HALL"
ABC

DELANEY, CHUCK
WCBI, Columbus, Miss.
DeLANEY, ROBERT
WHDH, Boston, Mass.
DELFINO, FRANK
WSTC, Stamford, Conn.
DeMARSE, WILLARD
WRNY, Rochester, N. Y.
DEMERS, ROBERT D.
WLAM, Lewiston, Me.
DeMUNN, JAMES
WBNY, Buffalo, N. Y.
DENSON, CHUCK
KENT, Shreveport, La.
DENTLER, WARREN
WCPO, Cincinnati, O.
DENTON, JIMMY
WFEL, Denver, Colo.
DENVER, DEE D., JR.
WFEQ, St. Joseph, Mo.
DeSIMONE, GENE
WRYO, Rochester, Pa.
DeVON, DOVEL
KREM, Spokane, Wash.
DEWART, JAMES
WERC, Erie, Pa.
DeWITT, BILL
WFBM-TV, Indianapolis, Ind.
DeWILDE, FREDERIC
Believe It Or Not, NBC-TV.
DE WITT, BILL
WFBM, Indianapolis, Ind.
DEXTER, HERB
WPEN, Philadelphia, Pa.
DE YOUNG, JOHN
WGL, Fort Wayne, Ind.
DICKSON, JON
KMA, Shenandoah, Ia.
DIFFIE, WILLIAM
WFNS, Burlington, N. C.
DILLINGHAM, FRANK
WBLJ, Dalton, Ga.
DILWORTH, SCOTT
WJOL, Joliet, Ill.
DINGMAN, BOB
WCSS, Amsterdam, N. Y.
DIX, RICHARD
WEDC, Chicago, Ill.
DIXON, PAUL
WCPO-TV, Cincinnati, O.
DIXON, ROBERT
(See Radio-TV Artists).
DIXON, ROY
KTRM, Beaumont, Tex.
DIXON, TOM
KFAC, Los Angeles, Calif.
DOAN, BOB
WABB, Mobile, Ala.
DODD, MIKE
WBAC, Cleveland, Tenn.
DODDS, DAR
KDSH, Boise, Ida.
DONALDSON, FRANK
WLCS, Baton Rouge, La.
DONEGAN, WILLIAM
WSAV, Savannah, Ga.
DONNELL, JACK
WGRC, Louisville, Ky.
DONOVAN, GREGG
WNBQ, Chicago, Ill.
DOOLEY, EDWARD W., JR.
WLAM, Lewiston, Me.
DOOLEY, PETE
WVJS, Owensboro, Ky.
DOREMUS, WARREN
WHEC, Rochester, N. Y.
DORN, BILL
WHAN, Charleston, S. C.
DORRIS, DAVE
KSRO, Santa Rosa, Calif.
DORSEY, EUGENE
WDZ, Decatur, Ill.
DORSEY, JOE
WEMP, Milwaukee, Wis.
DOSTER, TOM
WAGA, Atlanta, Ga.
DOTY, BILL
WKOP, Binghamton, N. Y.
DOUGLAS, ALAN
WNMP, Evanston, Ill.
DOUGLAS, SCOTT
KGIL, San Fernando, Calif.
DOUGLAS, WALLY
WSAP, Portsmouth-Norfolk, Va.
DOW, WILLIAM
WCAX, Burlington, Vt.
DOWELL, JOHN
WTAG, Worcester, Mass.
DOWNEY, JACK
WONS, Hartford, Conn.
DOWNING, DYER
KGY, Olympia, Wash.
DOWSON, GRAHAM R.
WELO, Tupelo, Miss.
DOWTY, BYRON
WDSU-TV, New Orleans, La.
DOX, JAMES
WRNY, Rochester, N. Y.
DOYLE, FRANK
WIL, St. Louis, Mo.
DOYLE, TOM
KOB, Albuquerque, N. Mex.
DRAKE, JIM
KIRX, Kirksville, Mo.
DRAKE, JOHNNY
WNHC, New Haven, Conn.
DRAKE, MYRON
KTAR, Phoenix, Ariz.



RADCLIFFE HALL
NBC NBT

WIN ELLIOT

Emcee "County Fair"
Borden Company—CBS

Emcee "Betty Crocker"
General Mills—ABC

Emcee "Quick As A Flash"
Helbros Watches—MBS

Narrator-Announcer
"Willie Piper"
General Electric—ABC

Emcee ET's for
United States Treasury

Television

N. Y. Ranger Hockey Games
WPIX-TV

Ford Motors—CBS-TV
Maxwell House Coffee
Knox Hats

DRAPER, LARRY
WFAU, Augusta, Me.
DREPPERD, BOB
WLOW, Norfolk, Va.
DREWS, BOB
WNLK, Norwalk, Conn.
DUDLEY, DICK
Solitair Time, NBC.
DUEVAL, NORB
WLCX, LaCrosse, Wis.
DUFFY, GEORGE
WAVZ, New Haven, Conn.
DUKEHART, TOMMY
WAAM, Baltimore, Md.
DUMAS, ROLAND
WMAS, Springfield, Mass.
DUNBAR, ED
WBBQ, Augusta, Ga.
DUNCAN, EDDIE
WEOA, Evansville, Ind.
DUNCAN, NORVIN
WFBC, Greenville, S. C.
DUNCAN, RICHARD
WBLK, Clarksburg, W. Va.
DUNDAS, ROBERT, JR.
KTHT, Houston, Tex.
DUNHAM, JOHN
WBKB, Chicago, Ill.

DUNHAM, RICHARD H.
B. Feb. 26, 1916, New York, N. Y.; The Strange Romance of Evelyn Winters, CBS; Katie's Daughter, NBC; Rose of My Dreams, MBS; Molle Mystery, NBC; Policewoman, ABC.

DUNING, LOU
WKBV, Richmond, Ind.
DUNLAP, WALLACE
WLIZ, Bridgeport, Conn.
DUNN, BILL
WJHL, Johnson City, Tenn.
DUNN, EDDIE
The Jackie Bereh Show, NBC.
DUNN, TOM
WCYB, Bristol, Va.
DUNNAVANT, BOB
WJMW, Athens, Ala.
DUNNAVANT, HOMER
WJMW, Athens, Ala.
DUNNE, STEPHEN
KTSL, Hollywood, Calif.
DuPUY, MONTY
WFBC, Greenville, S. C.
DURAND, TOM
WTTM, Trenton, N. J.
DUTY, ED, JR.
KDON, Santa Cruz, Calif.

— E —

EAGON, BRUCE
KVOO, Tulsa, Okla.
EAKING, PHIL
KEPO, El Paso, Tex.
EARLE, BILL
WASL, Annapolis, Md.
EARLE, BOB
WIBR, Baton Rouge, La.
EARLEY, TOM
WKAP, Allentown, Pa.
EAST, HENRY
WGBA, Columbus, Ga.
EBELING, WADE
KBUH, Brigham, Utah
EBERT, BOB
WARD, Johnstown, Pa.
ECKERT, EDWARD
WKNY, Kingston, N. Y.
EDGAR, RALPH
WGAR, Cleveland, O.
EDINGTON, JOHN
KTFI, Twin Falls, Ida.
EDMAN, PETER
WVEC, Hampton, Va.

EDMONDS, BILL
B. April 12, 1914, Middlebrook, Mo.; Food Forum, Yankee Net; Ladies Man, WOR; Ask Ella Mason, WMGM; Baby Days-ET Series, U.S.A.-Canada, WMGM; Kings Court, WATV.

EDMUNDS, DWIGHT
WHFB, Benton Harbor, Mich.
EDWARD, PHIL
KTLW, Texas City, Tex.
EDWARDS, CURTIS
WTCN-TV, Minneapolis, Minn.
EDWARDS, TOM
KECK, Odessa, Tex.
EDWARDSEN, BILL
WNLK, Norwalk, Conn.
EGGERT, GEORGE
WFBG, Altoona, Pa.
ELLERBE, CARROLL
KRSC, Seattle, Wash.
ELLIOT, BILL
WHEB, Portsmouth, N. H.
ELLIOT, DON
WCON, Atlanta, Ga.
ELLIOT, HENRY
WMEX, Boston, Mass.
ELLIOT, IAN
KLIX, Twin Falls, Ida.

ELLIOT, WIN
County Fair, CBS; N. Y. Rangers Hockey, CBS-TV; Willie Piper, ABS; Sports & Special Events, CBS-TV.

ELLIOTT, BOB
WTOD, Toledo, O.



JOHN TILLMAN
Chief Announcer Night Program Supervisor
WPIX

Richard Stark

ELLIOTT, CHUCK
WMGY, Montgomery, Ala.
ELLIOTT, JAY
WSPD, Toledo, O.
ELLIOTT, OWEN
WSBT, South Bend, Ind.
ELLIS, BILL
WBMD, Baltimore, Md.
ELLIS, BLAKE
WPOR, Portland, Me.
ELLIS, LEWIS LEE
WSPR, Springfield, Mass.
ELLIS, PHIL
WPTF, Raleigh, N. C.
ELLSWORTH, BOB
WXKW, Albany, N. Y.
ENGEL, JOHN
WIOD, Miami, Fla.
ENGLAND, BOB
KCLO, Leavenworth, Kans.
ENO, JACK
WKBW, Buffalo, N. Y.
ERAL, GLEN
KPBX, Beaumont, Tex.
ERICKSON, CARL
WBEN, Buffalo, N. Y.
ERICKSON, ERIC
WIOU, Kokomo, Ind.
ERWIN, GEORGE
KFJZ, Fort Worth, Tex.
ESSICK, LOU
WGNI, Wilmington, N. C.
ESTES, JAMES
WAIM, Anderson, S. C.
EVANS, BILL
WGAU, Athens, Ga.
EVANS, BOB
WJBC, Bloomington, Ill.
EVANS, CLAUDE R.
KSWM, Joplin, Mo.
EVANS, EDWARD
WHBQ, Memphis, Tenn.
EVANS, JACK
WMON, Montgomery, W. Va.
EVANS, JOHN
WCOS, Columbia, S. C.
EVANS, NORMAN
WAAM, Baltimore, Md.
EVANS, ROBERT E.
WSSB, Durham, N. C.
EVENSEN, PETE
KVNJ, Fargo, N. Dak.
EVERBACH, JACK
WKLO, Louisville, Ky.
EWING, BILL
KMPC, Los Angeles, Calif.

—F—

FABIEN, LOUIS
WARC, Rochester, N. Y.
FAIR, JIM
WCPO-TV, Cincinnati, O.
FAIRBURN, T. J.
WLDS, Jacksonville, Ill.
FAIRMAN, FRANK
WSNY, Schenectady, N. Y.
FALLON, FRANK
KITE, San Antonio, Tex.
FANT, JULIAN
WFOY, St. Augustine, Fla.
FARIS, GEORGE
WVIM, Vicksburg, Miss.
FARRAR, JACK
KTFI, Twin Falls, Ida.
FARRELL, JOHN
WHEB, Portsmouth, N. H.
FARREN, JACK
The Affairs of Peter Salem; Twin Views of the News; Under Arrest, MBC.
FARRINGTON, GLEN
WTAX, Springfield, Ill.
FARRON, ED
WKLO, Louisville, Ky.
FEHLBERG, TED
WRIB, Providence, R. I.
FELDER, DAVE
WLYN, Lynn, Mass.
FENNEL, DICK
WKIX, Columbia, S. C.
FENNO, RALPH
WKXL, Concord, N. H.
FERRIS, ROBERT
KITE, San Antonio, Tex.
FICKEN, NEIL
WALT, Tampa, Fla.
FIELD, THOMAS
WTAM, Cleveland, O.
FIELDING, JULES
WMBM, Miami Beach, Fla.
FIELDS, BOB
WREL, Lexington, Va.
FILE, ALBERT
WJLS, Beckley, W. Va.
FILE, AUGUST
WMFT, Florence, Ala.
FINCH, BUD
WELI, New Haven, Conn.
FINCH, JOE
KVOD, Denver, Colo.
FINLAY, FRED
KAVE, Carlsbad, N. Mex.
FINLAYSON, JACK
KFKA, Greeley, Colo.
FINN, MICHAEL
WEOA, Evansville, Ind.
FISCHER, DON
WQAM, Miami, Fla.

TOM HUDSON

announcer

emcee

narrator

PLaza 7-0700



DON RUSSELL

DuMont Staff

Announcer — M. C.

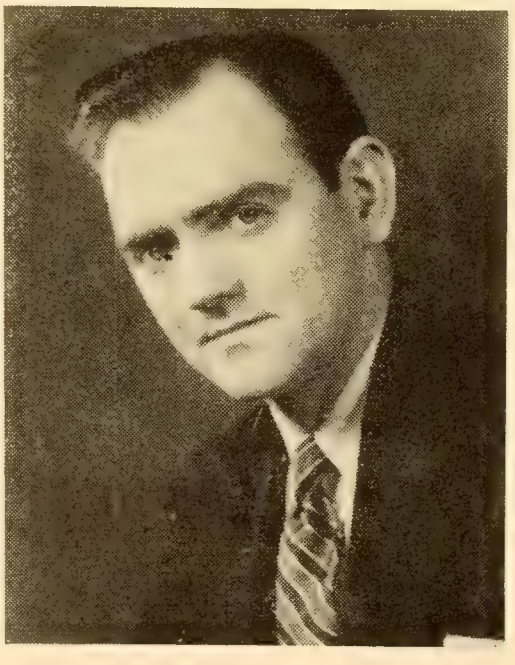
FISCHER, RICHARD E.
WSAI, Cincinnati, O.
FISHER, DALE
WCRO, Johnstown, Pa.
FISHER, HOWEY
WFRL, Freeport, Ill.
FISHER, JAMES
KGLC, Miami, Okla.
FISHER, LOU
WINS, New York, N. Y.
FITZ, STEVE
WSNY, Schenectady, N. Y.

FITZMAURICE, MICHAEL
(See Radio-TV artists).

FITZPATRICK, LES
KHQ, Spokane, Wash.
FLEISCHMAN, DEAN
WSPB, Sarasota, Fla.
FLETCHER, THOMAS
WHK, Cleveland, O.
FLETCHER, WARREN
KUTA, Salt Lake City, Utah
FLINT, WALTER
WGPC, Albany, Ga.
FLOURNOY, BOB
WHAS, Louisville, Ky.
FLYNN, CHARLES
WJSW, Altoona, Pa.
FLYNN, HOWARD
KMPC, Los Angeles, Calif.
FOLEY, JOHN
WEWS, Cleveland, O.
FOLLOWILL, MURRAY
WLBK, De Kalb, Ill.
FONTAINE, HERB
WCOU, Lewiston, Me.
FORD, CHARLES
WCCP, Savannah, Ga.
FORD, MILTON Q.
WTTG, Washington, D. C.
FORDYCE, GERALD
WGRC, Louisville, Ky.
FORMAN, WIN
WARM, Scranton, Pa.
FORREST, LEW
WGLS, Decatur, Ga.
FORREST, RAY
WNBT, New York, N. Y.
FORSSELL, GENE
KIST, Santa Barbara, Calif.

FORSTER, ROGER
B. June 12, 1915, New York, N. Y., Gang Busters (CBS); Horace Heidt Show (NBC-CBS); Linda's First Love, Transcribed 27 Stations; Crusade in Europe (ABC-TV).
J,C

FORSTER, ROGER
WEOA, Evansville, Ind.
FOSTER, JOHN
WBAX, Wilkes-Barre, Pa.
FOSTER, TERRY
WHBL, Sheboygan, Wis.
FOX, ALDEN
WHLD, Niagara Falls, N. Y.
FOX, MICKEY
WBMD, Baltimore, Md.
FOX, SYLVAN
KSYL, Alexandria, La.
FRAIM, JOHN
WTHI, Terre Haute, Ind.
FRANCE, BOB
WMMW, Meriden, Conn.
FRANCIS, JOE
WNHC-TV, New Haven, Conn.
FRANK, DEL
WSAP, Portsmouth-Norfolk, Va.
FRANKLIN, BOB
KGW, Portland, Ore.
FRANKLIN, BOB
KSWM, Joplin, Mo.
FRANKLIN, DON
WMAN, Mansfield, O.
FRANKLIN, JOHN
KYW, Philadelphia, Pa.
FRASER, JOHN G.
Nancy Craig, Woman of Tomorrow, United Nations Broadcasts, ABC.
FRAZIER, HAL
WSTP, Salisbury, N. C.
FRAZIER, JIM
WAGA, Atlanta, Ga.
FREDERICKS, BILL
WKRC-TV, Cincinnati, O.
FREDERICKS, JACK
WKAL, Rome, N. Y.
FREEMAN, VERN
WALA, Mobile, Ala.
FREEMAN, WALTER
WDEC, Americus, Ga.
FRENCH, DICK
WELM, Elmira, N. Y.
FRENCH, DON
KSWI, Council Bluffs, Ia.
FRENCH, JACK
KNOX, Grand Forks, N. Dak.
FRENCH, JACK
WJPS, Evansville, Ind.
FRENKEL, MILT
KTLW, Texas City, Tex.
FREY, WILLIAM
KATL, Houston, Tex.



GEORGE ANSBRO

WJZ—ABC



COSTELLO is STILL the one with the moustache!

jack costello n b c

FRIBLEY, J. W., JR.
WDSU, New Orleans, La.
FRIELING, JIM
WXRA, Kenmore, N. Y.
FRISCH, BOB
WMAW, Milwaukee, Wis.
FRITTON, TOM
WJJL, Niagara Falls, N. Y.
FROH, DAVE
WILS, Lansing, Mich.
FROST, DON
WIBB, Macon, Ga.
FROST, JACK
KLER, Rochester, Minn.
FRYE, J. ALLEN
KBKI, Alice, Tex.
FRYERS, DON
WTRY, Troy, N. Y.
FULLER, ROY
WGIN, Glen Falls, N. Y.
FULTON, BOB
KXLR, Little Rock, Ark.
FURNO, PETER
KIDO, Boise, Ia.
FUSCO, DAN
WKAL, Rome, N. Y.

—G—

GABRIELSON, DOUG
WLOX, Biloxi-Gulfport, Miss.
GAHR, RAY
WRUN, Utica, N. Y.
GALVIN, BILL
WBMS, Boston, Mass.
GALLOP, FRANK
Stella Dallas, NBC; Believe-it-or-Not, NBC-TV; Milton Berle, NBC.
GAMBLE, ROBERT
KFOR, Lincoln, Nebr.
GAMBLING, JOHN
WOR-TV, New York, N. Y.
GARDIN, ED
KSTB, Breckenridge, Tex.
GARDINER, DONALD SAMUEL
Monday Morning Headlines, Martin Agronsky, Home Gardner, ABC.
GARDNER, JAMES
WBNY, Buffalo, N. Y.
GARDNER, JIMMY
KEBE, Jacksonville, Tex.
GARLAND, HOWARD
WGBA, Columbus, Ga.
GARNER, JIM
WDEF, Chattanooga, Tenn.
GARR, BILL
KWKW, Pasadena, Calif.
GARRETT, JAMES
WJR, Detroit, Mich.
GARY, ARTHUR
Kenneth Banghart Newscast, WNBC; Bob Trout; Bill Stern's Sport Newsreel, D & H Miners, NBC; Camel Newsreel, NBC-TV.
GARWOOD, JOHN
WNBZ, Saranac Lake, N. Y.
GATES, JAMES
WFBG, Altoona, Pa.
GEHLERT, BILL
WTEL, Philadelphia, Pa.
GENTRY, BILL
WCHV, Charlottesville, Va.
GENTRY, BOB
KFVD, Los Angeles, Calif.
GEORGE, DON
WXGI, Richmond, Va.
GERAGHTY, LARRY
KOH, Reno, Nev.
GERALD, WARREN
WCAE, Pittsburgh, Pa.
GERON, NORMON
WIZE, Springfield, O.
GERSHON, HERBERT
WERD, Atlanta, Ga.
GERVAIS, SIDNEY
KATL, Houston, Tex.
GIBBS, JOHN
KQV, Pittsburgh, Pa.
GIBBS, RAWLAND
KALI, Pasadena, Calif.
GIBNEY, HAL
Hollywood Calling; NBC Theatre; NBC University Theatre, NBC.
GIBSON, ALEC
WTVJ, Miami, Fla.
GIFFORD, ALEC
KTBC, Austin, Tex.
GIFFORD, DICK
KFRE, Fresno, Calif.
GIFFORD, ROBERT
WNDR, Syracuse, N. Y.
GIFFORD, SAM
WHAS, Louisville, Ky.
GILBERT, AL V.
WIBA, Madison, Wis.
GILBERT, GEORGE
WIBK, Knoxville, Tenn.
GILBERT, LIVINGSTON
WAVE, Louisville, Ky.
GILLIAND, BILL
WDIA, Memphis, Tenn.
GILLIS, BOB
KXLL, Missoula, Mont.
GIROUX, LEE
KGO, San Francisco, Calif.
GLACY, BOB
WKBW, Buffalo, N. Y.



CARL KING
M.C.—ANNOUNCER—NARRATOR
RADIO: 10 years announcing networks and WNEW. Dramatic experience.
TELEVISION: 5 years experience.
FILMS: TV short subjects. Motion Picture commercials for TV.
REgent 7-8191



BILL ROGERS
"BILL HENRY & THE NEWS"
Johns-Manville — Mutual
"THE BRIGHTER DAY"
Ivory Flakes — CBS
"JOHN B. KENNEDY SHOW"
Chamberlain Lotion — Mutual
ET'S — Television — Film Narration

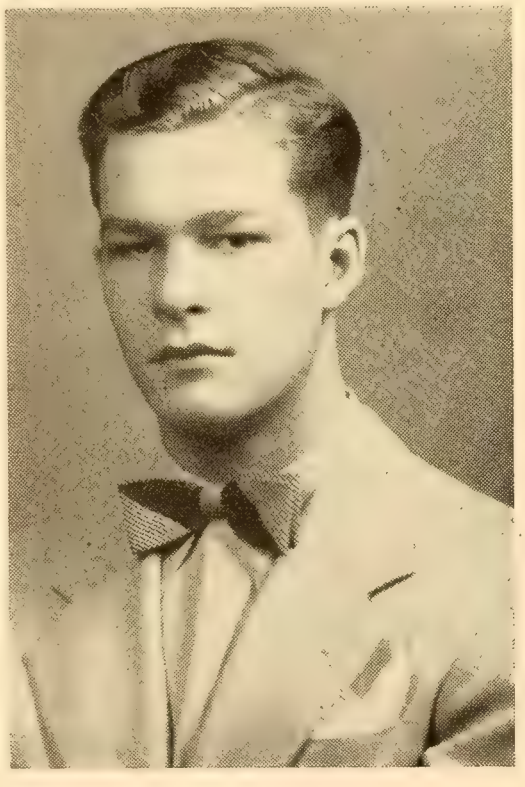
GLADDEN, BILL
WAVE, Louisville, Ky.
GLEASON, BOB
KMSL, Decatur, Ala.
GLENN, WARD
WXLW, Indianapolis, Ind.
GLOVER, JOHN
KAVE, Carlsbad, N. Mex.
GOERNER, ROBERT
KCBS, San Jose, Calif.
GOLDEN, HAL
WJTN, Jamestown, N. Y.
GOMEZ, HAROLD
WJBW, New Orleans, La.
GOODIN, DEL
KXOB, Stockton, Calif.
GOODMAN, JOHNNY
KNUZ, Houston, Tex.
GOODREAU, CECIL
WVIM, Vicksburg, Miss.
GOODWIN, ARTHUR J.
WKOP, Binghamton, N. Y.
GOODWIN, HAL
KTBC, Austin, Tex.
GORDON, BILL
WNEW, New York, N. Y.
GORDON, KEITH
WTMA, Charleston, S. C.
GORDON, RAY
KTRM, Beaumont, Tex.
GORE, DEL
KYA, San Francisco, Calif.
GORMAN, ED
WCAP, Asbury Park, N. J.
GOSS, BAILEY
National Sports Parade
WMAR-TV, Baltimore, Md.

GOSS, FRANK
B. Nov. 20, 1910, Washington; Hallmark Playhouse; Prudential Family Stars Over Hollywood, KNX-CBS.

GOSS, GENE
KLRA, Little Rock, Ark.
GOTTLIEB, DICK
KLEE TV, Houston, Tex.
GOULDING, PHIL
WMGM, New York, N. Y.
GOULDING, RAY
WHDH, Boston, Mass.
GOURLAY, DOUG
Confidential Closeups, NBC.
GOURLIA, BUD
WWOD, Lynchburg, Va.
GRADY, CHARLES
WIMA, Lima, O.
GRADY, JACK
KXOA, Sacramento, Calif.
GRAHAM, BILL
KDSH, Boise, Ida.
GRAHAM, GEORGE
KOY, Phoenix, Ariz.
GRANT, BRUCE
WHB, Kansas City, Mo.
GRANT, HAL
WDBJ, Roanoke, Va.
GRANT, JOSEPH
WMEX, Boston, Mass.
GRANT, KEN
KNUZ, Houston, Tex.
GRANT, WAYNE
KFGO, Fargo, N. Dak.

GRAUER, BEN
B. June 2, 1908, New York, N. Y.; Narrator, Toscanini-NBC Symphony, NBC; Narrator, Living-1949, NBC; Henry Morgan Show, NBC; M. C. Americana Quiz, NBC-TV; Kay Kyser's Kollege, NBC-TV; Special Events, Radio and TV, NBC.

GRAVES, GENE
KYW, Philadelphia, Pa.
GRAY, HUGH
WDZ, Decatur, Ill.
GRAY, JACK
WFBL, Syracuse, N. Y.
GRAY, JACK
WHOS, Decatur, Ala.
GRAY, JACK
WKJG, Fort Wayne, Ind.
GRAY, JIM
WAIT, Chicago, Ill.
GRAY, JOHN
WDOD, Chattanooga, Tenn.
GREEN, FRED
WDAS, Philadelphia, Pa.
GREEN, AL
WEBR, Buffalo, N. Y.
GREENBERG, HAL
WILS, Lansing, Mich.
GREENHOW, TOMMY
KGO, San Francisco, Calif.
GREENWOOD, KENNETH
KFOR, Lincoln, Nebr.
GREGG, TOM
KTOP, Topeka, Kans.
GREGORY, GREG
KECK, Odessa, Tex.
GRIBBEN, BILL
WAPO, Chattanooga, Tenn.
GRIFFITH, LESTER L.
This Changing World, ABC
GRISWOLD, JACK
WCSS, Amsterdam, N. Y.
GROOM, JOHN
KSMA, Santa Maria, Calif.
GROPPER, HAL
WRUN, Utica, N. Y.



Dick Strout



LONNY STARR

ANNOUNCER — EMCEE
SPORTS COLOR
NARRATOR

STAFF
WNEW

PLaza 7-0700

GROSS, CLAIR
KFNF, Shenandoah, Ia.
GROVER, DAVE
KBIX, Muskogee, Okla.
GRUBBS, J. M.
WCRB, Waltham, Mass.
GRUNEWALD, ART
WNVA, Norton, Va.
GUERIN, BILL
WMFD, Wilmington, N. C.
GUEST, JOHN
WGL, Fort Wayne, Ind.
GUIDICE, VIC
WTTG, Washington, D. C.
GUINAN, JACK
WSCR, Scranton, Pa.
GUNN, GEORGE
Thoughts In Passing, ABC
GUSTAFSON, JAMES
WHDL, Olean, N. Y.
GUTHRIE, BILL
KOIL, Omaha, Nebr.
GWINN, BILL
KTSL, Hollywood, Calif.
GWYN, BOB
KVET, Austin, Tex.
GYNAN, EARL
WLAW, Lawrence, Mass.

—H—

HAASER, CHARLIE
WMAS, Springfield, Mass.
HACK, GEORGE
WNOW, York, Pa.
HAGEMAN, DICK
WLEE, Richmond, Va.
HAGGART, IRVING
WFDF, Flint, Mich.
HAHN, BOB
KVOD, Denver, Colo.
HAHN, JERRY
KCNC, Fort Worth, Tex.
HAIT, MAL
WKIP, Poughkeepsie, N. Y.
HALE, PHIL
WKNB, New Britain, Conn.
HARLEY, HERB
WHIO, Dayton, O.
HALEY, TOM
WNBK, Cleveland, O.
HALEY, THOMAS C.
WTAM, Cleveland, O.
HALL, CHARLIE
WCSC, Charleston, S. C.
HALL, JIM
KTW, Seattle, Wash.
HALL, NELSON
KALL, Salt Lake City, Utah

HALL, RADCLIFFE
NBC Television Newsreel, Camel Newsreel; Ivan Sanderson's Natural Treasures; Want Ad Ventures, WNBT, NBC-TV; Public Affairs, NBC; Narrator for Numerous Commercial and Industrial Films, ET series for A&P.

HALLET, RICHARD PAUL
WLOF, Orlando, Fla.
HALLGREN, ROBERT
KGFT, Fremont, Neb.
HALLOCK, MEL
KMT, Cedar Rapids, Ia.
HALLORAN, RYAN
WAVE, Louisville, Ky.
HALPIN, GREG
WCBM, Baltimore, Md.
HAM, JAMES
KTEM, Temple, Tex.
HAMILTON, BILL
Cavalcade of America, NBC.

HAMILTON, GENE
(See Radio-TV Artists).
HAMILTON, JIM
WIND, Chicago, Ill.
HAMMOND, CHARLES
WMBO, Auburn, N. Y.
HANCHETT, TOM
WGIV, Charlotte, N. C.

HANCOCK, DON
B. Oct. 10, 1910, Linwood, Ind.; Harvest Of Stars, CBS; Life Can Be Beautiful, NBC; Jack Smith Show, CBS; CBS News, CBS-TV; Perry Mason, CBS; Famous Jury Trials, ABC; Vox Pop, CBS; Stop The Music, ABC; Lanny Ross Show, NBC-TV; Ted Mack's Amateur Hour, DuMont, NBC; Big Sister, CBS.

HANES, BOB
KCBQ, San Diego, Calif.
HANNA, WALTER
WPAL, Charleston, S. C.
HANES, ART
Toast of The Town (TV), Sing It Again, Straight Facts For Veterans
CBS
HANSEN, DONALD H.
KRSC, Seattle, Wash.
HANSEN, RALPH
WAVE-TV, Louisville, Ky.
HANSEN, VERN
WTOP, Washington, D. C.
HANSON, KEN
KXLF, Butte, Mont.
HANSTROM, ARTHUR
WFRL, Freeport, Ill.
HARBAUGH, EARL
WARL, Arlington, Va.

DICK DUNHAM



Radio Registry: PL. 7-0700



JACK MANGAN

emcee "SHIP'S REPORTER"—TV
Announcer — Narrator

HARDEN, CHARLES
WCTO, Campbellsville, Ky.
HARDIN, GENE
WABB, Mobile, Ala.
HARDING, JIM
WDAK, Columbus, Ga.
HARDISON, DON
WFMY-TV, Greensboro, N. C.
HARLES, DANIEL
WSAV, Savannah, Ga.
HARMON, BILL
WCFL, Chicago, Ill.
HARMON, JAY
KGLC, Miami, Okla.
HARMONSON, KENNETH
KTW, Seattle, Wash.
HARNER, LINK
WHED, Washington, N. C.
HARNISH, ROBERT C.
WLAN, Lancaster, Pa.
HARPE, RONALD
WALT, Tampa, Fla.
HARPER, JERRY
WISC, Madison, Wis.
HARPER, JOHN
WWRL, Woodside, N. Y.
HARPER, JOHN
Guy Lombardo Show, NBC.
HARRILL, NELSON J.
WGW, Asheboro, N. C.
HARRICE, CY
The Big Story, NBC.
HARRIS, BOB
KFRE, Fresno, Calif.
HARRIS, DAVID
WNHC, New Haven, Conn.
HARRIS, DEAN
WAGE, Syracuse, N. Y.
HARRIS, GERALD
WSSB, Durham, N. C.
HARRIS, HERB
WQXI, Atlanta, Ga.
HARRIS, JOHN
KSUN, Bisbee, Ariz.
HARRIS, WALTER
KFRC, San Francisco, Calif.
HARRISON, CHARLES
KTLW, Texas City, Tex.
HARRISON, CHUCK
WAML, Laurel, Miss.
HARROVER, BEN
KLIF, Dallas, Tex.
HART, JIM
KTKT, Tucson, Ariz.
HART, JOHN
WLLH, Lowell-Lawrence, Mass.
HART, JOSEPH
KPOJ, Portland, Ore.
HARTIG, JOHNNY
KREL, Baytown, Tex.
HARTLEY, JIM
WGGA, Gainesville, Ga.
HARTSFIELD, LARRY
WMBR, Jacksonville, Fla.
HARVEY, PAUL
KHMO, Hannibal, Mo.
HARVEY, TOM
WVCH, Chester, Pa.
HARVILLE, CHARLIE
WFMY,-TV, Greensboro, N. C.
HARWOOD, CRIS
WJMJ, Philadelphia, Pa.
HASSING, DOUG
WMGY, Montgomery, Ala.
HATTON, DICK
WJW, Cleveland, O.
HAUTE, JIM
KLPM, Minot, N. Dak.
HAVRILLA, ALOIS
WNJR, Newark, N. J.
HAWKE, ROHN
KVSF, Santa Fe, N. Mex.
HAYES, EARL
WJBK Detroit, Mich
HAYES, GEORGE MATTHEW, JR.
Hour of Faith, Esso News Leigh Weather, ABC
HAYNES, DICK
KLAC-TV, Hollywood, Calif.
HAYWARD, BILL
KPIX, San Francisco, Calif.
HAYWARD, BRUCE
KWK, St. Louis, Mo.
HAYWORTH, HERB
WOWO, Fort Wayne, Ind.
HEAD, BYRON
KOIL, Omaha, Nebr.
HEADY, WAYNE
KTOP, Topeka, Kans.
HEATH, DON
WREN, Topeka, Kans.
HEATHERINGTON, KEITH
KTLA, Los Angeles, Calif.
HEAVILEN, BOB
WGIG, Brunswick, Ga.
HECKMAN, FRED
WTUX, Wilmington, Del.
HEFNER, JOHN
WMBO, Auburn, N. Y.
HEGARD, KEN
WFOX, Milwaukee, Wis.
HEIBERT, AL
KSON, San Diego, Calif.
HEISS, BOB
WTMJ-TV, Milwaukee, Wis.



ROGER FORSTER

Announcer • Narrator

PL 7-0700



BILL EDMONDS

announcer—emcee—narrator

W M G M

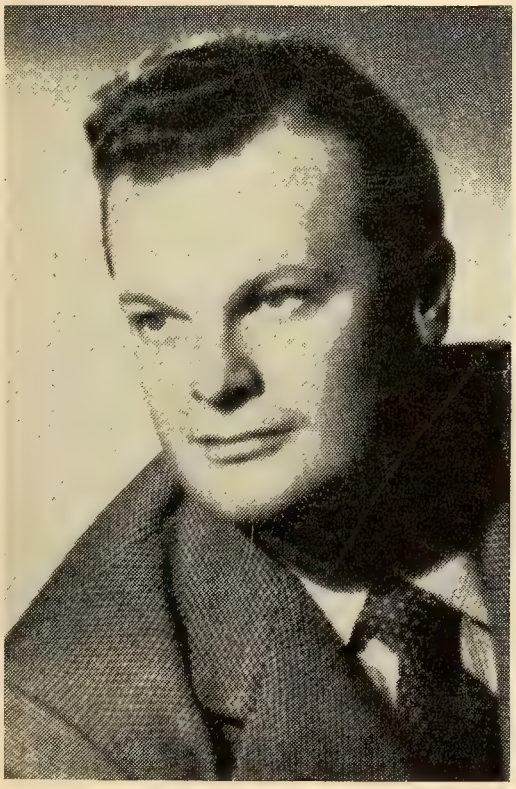
"King's Court" — WATV

WEstwood 5-2837

HEJL, FRANK
WILM, Wilmington, Del.
HELGESEN, RAY
KSUN, Bisbee, Ariz.
HELLYER, ARTHUR
WMIL, Milwaukee, Wis.
HENDERSON, BOB
KOIN, Portland, Ore.
HENDERSON, HENRY
KREL, Baytown, Tex.
HENDERSON, MAX
WTCN, Minneapolis, Minn.
HENINGTON, DAYLE
KTEM, Temple, Tex.
HENLEY, HAROLD
WOPI, Bristol, Tenn.
HENRI, CHARLES
WCAM, Camden, N. J.
HENRICH, WALT
WGAR, Cleveland, O.
HENRY, BILL
WDAK, Columbus, Ga.
HENRY, DICK
WOOD, Grand Rapids, Mich.
HENRY, OLLIE
WJBC, Bloomington, Ill.
HENSON, DOUG
WTEL, Philadelphia, Pa.
HERBERT, WALTER
WNAF, Fredericksburg, Tex.

HERLIHY, ED
B. Aug. 14, 1911, Boston, Mass.; Hildegarde, NBC; Romberg, NBC; Cavallaro, NBC; Kraft Music Hall, NBC; Children's Hour, NBC, NBC - TV, One O'Clock Sunday News with Ed Herlihy, NBC; Honeymoon In N. Y., NBC; Kraft Television Theater, NBC - TV; The Hartmans, NBC-TV; Act It Out, NBC-TV; Here's Herlihy, WNBT; Commentator - Universal Newsreels.

HERLIHY, WALTER F.
ABC-TV
HERMAN, CHARLES
WLAV-TV, Grand Rapids, Mich.
HERMAN, DON
WPAG, Ann Arbor, Mich.
HERMAN, HANK
KGBX, Springfield, Mo.
HERRICK, SHERB
WXKW, Albany, N. Y.
HERRING, WARREN
WDEF, Chattanooga, Tenn.
HERRINGTON, HUGH
KPBX, Beaumont, Tex.
HERROLD, JIM
KOPR, Butte, Mont.
HERTSGAARD, ROLF
WCCO, Minneapolis, Minn.
HERTZ, RICHARD M.
WBAB, Atlantic City, N. J.
HESINGTON, CHUCK
KWTO, Springfield, Mo.
HESS, JIM
WKGN, Knoxville, Tenn.
HESTER, JEFF
WSLI, Jackson, Miss.
HESTER, JESS
WVIM, Vicksburg, Miss.
HETRICK, WAYNE
WLAN, Lancaster, Pa.
HEWEY, IRA I.
WHAL, Greenfield, Mass.
HIBBS, NELSON
KGON, Oregon City, Ore.
HICKOK, BILL
WXXW, Albany, N. Y.
HICKS, JOHN
KEPO, El Paso, Tex.
HICKS ROBERT
KANS, Wichita, Kans.
HIGDON, MAURICE A.
WOIC, Washington, D. C.
HIGHAM, LEO
KID, Idaho Falls, Ida.
HILEY, JOE
KGY, Olympia, Wash.
HILL, ED
WBNX, New York, N. Y.
HILL, ERNIE
KVER, Albuquerque, N. Mex.
HILL, F. RICHARD, JR.
WTSV, Claremont, N. H.
HILL, FRED, JR.
WMAZ, Macon, Ga.
HILL, HOLLIS
KYCA, Prescott, Ariz.
HILL, JOHN
WBLK, Clarksburg, W. Va.
HINDMAN, BILL
WCOL, Columbus, O.
HITCHCOCK, BOB
WTOR, Torrington, Conn.
HITE, BOB
News
CBS
HIXSON, GLEN
WJAG, Norfolk, Nebr.
HOBBY, WES
WSKI, Montpelier, Vt.
HOFFMAN, HOWARD
WXEL, Cleveland, O.
HOGGATT, JACK
KIT, Yakima, Wash.



BILL GORDON
announcer-m.c.-narrator

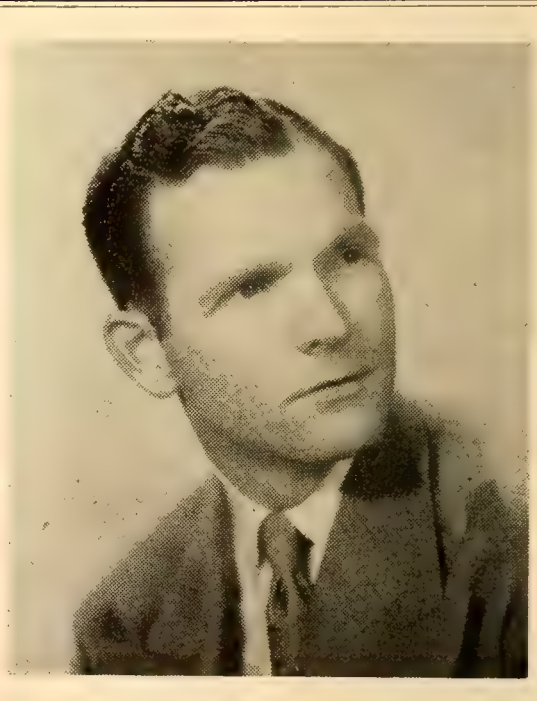


DON HANCOCK
PL. 7-0700

HOLBROOK, JOHN
This Is Your Life, Philip Morris Night With Horace Heidt, Horace Heidt Presents His Original Youth Opportunity Program, NBC.
HOLBROOK, JOSEPH R.
WPAY, Portsmouth, O.
HOLCZER, BOB
WBRY, Waterbury, Conn.
HOLDEN, JACK
WEAS, Atlanta, Ga.
HOLDEN, JACK
WLS, Chicago, Ill.
HOLDER, HUGH
WAYS, Charlotte, N. C.
HOLDERBY, BOB
KTOK, Oklahoma City, Okla.
HOLLER, CARL
WITZ, Jasper, Ind.
HOLLINGSWORTH, DENNIS
WWNR, Beckley, W. Va.
HOLLOWAY, FRANK
KOMA, Oklahoma City, Okla.
HOLM, CLAYT
KOVE, Lander, Wyo.
HOLMAN, BERT
WMID, Atlantic City, N. J.
HOLMAN, KNOX
WSFA, Montgomery, Ala.
HOLMES, B. RICHARD
WAMS, Wilmington, Del.
HOLMES, BILL
KFGO, Fargo, N. Dak.
HOLMES, MILT
WHAT, Philadelphia, Pa.
HOLT, FRED
WCKY, Cincinnati, O.
HOLTMAN, JOHN
Music from the Heart of America, NBC.
HOLTZ, THOMSON
WOW TV, Omaha, Nebr.
HONEYMAN, KEN
WHIO, Dayton, O.
HOOVER, CHUCK
WHKK, Akron, O.
HOPE, WINSTON
WTAR, Norfolk, Va.
HOPKINS, BILL
WKNA, Charleston, W. Va.
HOPKINS, WELEY
WTTM, Trenton, N. J.
HORNBACH, JOHN M.
WPAY, Portsmouth, O.
HORNBECK, HAL
WKNY, Kingston, N. Y.
HORNE, TANCIL
WEGO, Concord, N. C.
HOSKINS, TROY
KTOK, Oklahoma City, Okla.
HOWARD, BILL
WWOD, Lynchburg, Va.
HOWARD, BOB
WSAZ-TV, Huntington, W. Va.
HOWARD, IRVING
ABC, ABC-TV
HOWARD, ROBERT
WSAZ, Huntington, W. Va.
HOWARD, ROY
KIOA, Des Moines, Ia.
HOWARD, TONY
WPIK, Alexandria, Va.
HOWARD, WED
KMOX, St. Louis, Mo.
HOWELL, WAYNE
The Martin and Lewis Show, NBC.
HOWER, BOB
KWFC, Hot Springs, Ark.
HUBBARD, DAVID
KFXM, San Bernardino, Calif.
HUBBARD, HENRY M.
KVOA, Tucson, Ariz.
HUBBELL, HARRY
WILM, Wilmington, Del.
HUDIMAC, JOHN
WFKY, Frankfort, Ky.
HUDSON, GEORGE
WCAP, Asbury Park, N. J.
HUDSON, TOM A.
B. Aug. 21, 1915, Houston, Tex.; Who Said That?, NBC; Show Business, NBC; Rosemary, CBS.
HUDSON, WAYNE
WROL, Knoxville, Tenn.
HUEBNER, PAUL
KWG, Stockton, Calif.
HUFF, OSCAR
WLAP, Lexington, Ky.
HUGH, IVOR
WCCC, Hartford, Conn.
HUGHES, PAUL
KTAR, Phoenix, Ariz.
HULL, DICK
WFRP, Savannah, Ga.
HULL, MARVIN
KFMB, San Diego, Calif.
HUMPHREY, GEORGE
KDB, Santa Barbara, Calif.
HUNSBERGER, PAUL
WSNJ, Bridgeton, N. J.
HUNT, MEL
ABC, ABC-TV
HUNT, MEL
WLAY, Muscle Shoals, Ala.
HUNTER, GEORGE
WWJ, Detroit, Mich.



JOE KING
Speaking for
FOX-MOVIETONEWS
The Coca-Cola Company
&
The Colgate-Palmolive-Peet Co.
SChuyler 4-5700



FRED E. SCOTT
RADIO — TELEVISION
ANNOUNCER — ACTOR
HIcksville 5-5575

HUNTER, RUBY
KPIX, San Francisco, Calif.
HUOT, ED
KXGI, Fort Madison, Ia.
HURLEY, BILL
KLIF, Dallas, Tex.
HURST, MIKE
WTBO, Cumberland, Md.
HURST, RUSS
KXOL, Ft. Worth, Tex.
HURST, WILSON
KTHS, Hot Springs, Ark.
HUSEBO, WENDELL
KEYD, Minneapolis, Minn.
HUTCHINS, BAILEY
WQBC, Vicksburg, Miss.
HUTCHINSON, JIMMIE
WHSY, Hattiesburg, Miss.
HUTCHINSON, JOHN
WGAU, Athens, Ga.
HYDEN, BILL
KOCY, Oklahoma City, Okla.

—I—

IHLENFELD, WARREN
WISR, Butler, Pa.
INABNET, MITCHELL
KCLW, Hamilton, Tex.
INGBRIGTSEN, LEN
WDGY, Minneapolis, Minn.
INNIS, BEN
KSEI, Pocatello, Ida.
INGRAM, BILL
KPAC, Port Arthur, Tex.
INGWERSEN, RICHARD
KOLT, Scottsbluff, Nebr.
IRWIN, PHIL
KGW, Portland, Ore.
IRVING, CHARLES
ABC
IRVING, GEORGE
WCMA, Corinth, Miss.
IRVING, PAUL
WEDC, Chicago, Ill.
ISON, STEVE
WTIP, Charleston, W. Va.
IVES, BOB
WFBL, Syracuse, N. Y.

—J—

"JACKSON"
WHHM, Memphis, Tenn.
JACKSON, BILL
KGBC, Galveston, Tex.
JACKSON, JACK
WEAS, Atlanta, Ga.
JACKSON, JAY
Hogan's Daughter; This Is Your Life, NBC.
JACKSON, TOM
WKAB, Mobile, Ala.
JACOBSON, BERNIE
WALE, Fall River, Mass.
JAFFE, SYD
WNHC, New Haven, Conn.

JAMES, DENNIS
B. Aug. 24, 1917, Jersey City, N. J.; Bob Hawk Show, CBS; Can You Top This?; Song of the Stranger; Lawyer Q; Television—Cash & Carry: Sportscaster-Boxing, Wrestling; Okay Mother; Old Gold Amateur Hour, WABD.

JAMES, DON
WEBR, Buffalo, N. Y.

JAMES, HUGH
B. Oct. 13, 1915, New York, N. Y.; Voice of Firestone; A House in the Country; When a Girl Marries; Sunoco 3 Star Extra, NBC; Telenewsreel, WABD; Second Mrs. Burton; Wendy Warren & the News, CBS; True Detective Mysteries, MBS, Special Assignment, Press, Assoc.

JAMES, OWEN
ABC, ABC-TV
JAMES, RALPH
KROY, Sacramento, Calif.
JAMES, STEPHEN
WBMS, Boston, Mass.
JEFFRIES, BILL
WREL, Lexington, Va.
JENKINS, BILL
WEAM, Arlington, Va.
JENKINS, ALUN
WHK, Cleveland, O.
JENSEN, HARRIS
WMUS, Muskegon, Mich.
JENSEN, PAUL
KOIN, Lincoln, Nebr.
JENSEN, RAN
WOC, Davenport, Ia.
JENSEN, SAM
KCRG, Cedar Rapids, Ia.
JESSE, BLAIR
WLAQ, Rome, Ga.
JOHN, RICHARD W.
KTSA, San Antonio, Tex.
JOHNSON, BILL
WTAR, Norfolk, Va.
JOHNSON, BOB
WIBK, Knoxville, Tenn.
JOHNSON, DICK
WICU, Erie, Pa.
JOHNSON, HERBERT
WMAZ, Macon, Ga.
JOHNSON, JOHN DUANE
KXRO, Aberdeen, Wash.

HY

AVERBACH

THE BOB HOPE SHOW



BERT WAYNE

announcer-m.c.-narrator

JOHNSON, KIMBERLEY
WLNA, Peekskill, N. Y.
JOHNSON, TED
WRTA, Altoona, Pa.
JOHNSTON, WAYNE
KAMQ, Amarillo, Tex.
JOHNSTON, W. R., JR.
WBIR, Knoxville, Tenn.
JOHNSTONE, FRANK
KFRC, San Francisco, Calif.
JONES, GORDON
WCMB, Lemoyne, Pa.
JONES, MAL
WTBO, Cumberland, Md.
JONES, PAUL
WFLA, Tampa, Fla.
JONES, PAUL
WLW, Cincinnati, O.
JORGENSEN, TOM
KSON, San Diego, Calif.
JOY, DICK
The Adventures of Sam Spade, NBC.
JOYCE, VINCE
WWSW, Pittsburgh, Pa.

—K—

KABER, RUSS
KVOX, Moorhead, Minn.
KADELL, CARLTON
The Sealtest Variety Theatre Starring Dorothy Lamour, NBC.
KASPER, FRED
WENR, Chicago, Ill.
KAUFFMAN, ARNOLD C.
WMBM, Miami Beach, Fla.
KAY, BOB
WAVE-TV, Louisville, Ky.
KAY, WALTER
WJW, Cleveland, O.
KAYE, DEAN
WCON, Atlanta, Ga.
KEECH, KELVIN
Breakfast on the Plaza, ABC
KEEP, BARNEY
KEX, Portland, Ore.
KELLEHER, PHIL
WQAM, Miami, Fla.
KELLY, ED
WBNS-TV, Columbus, O.
KELLY, TOM
WARM, Scranton, Pa.
KEMPER, LOU
WHB, Kansas City, Mo.
KENNEDY, TERRY
WBCK, Battle Creek, Mich.
KENT, HAROLD P.
WENE, Binghamton-Endicott, N. Y.
KERCE, CECIL
WRGA, Rome, Ga.
KERN, BRUCE
WTIC, Hartford, Conn.
KERNS, DICK
WMMW, Meriden, Conn.
KEY, JIMMY
KANS, Wichita, Kans.
KEYSER, WARREN
WILM, Wilmington, Del.
KILMER, BILL
WHO, Des Moines, Ia.
KIMBALL, MERLE
KVI, Seattle, Wash.
KING, A. C.
WEEI, Boston, Mass.
KING, DEL
The Mary Lee Taylor Show, NBC.
KING, JOSEPH M.
B. Sept. 20, 1915, Birmingham, Ala.; Songs by Morton Downey; Claudia; The Pause That Refreshes; Mr. & Mrs. North.
KING, WALLY
KSFO, San Francisco, Calif.
KING, WALLY
WATR, Waterbury, Conn.
KING, WALTER WOLFE
KNBH, Hollywood, Calif.
KIRBY, BILL
Coffee Club, WAAT; Dialing With Music, Matinee Melody Club.
KIRBY, GENE
WJZ, New York, N. Y.
KIRBY, JIM
WAFM-TV, Birmingham, Ala.
KIRBY, JIMMY
WAPI, Birmingham, Ala.
KLISE, ROD
KHQ, Spokane, Wash.
KNAPP, JOHN
KTHT, Houston, Tex.
KNIGHT, FRED
WIBG, Philadelphia, Pa.
KNIGHT, KIRK
WWJ-TV, Detroit, Mich.
KNOX, BOB
WIBG, Philadelphia, Pa.
KOLLMAR, DICK
WOR-TV, New York, N. Y.
KOTHE, DICK
WTCN-TV, Minneapolis, Minn.
KOVACS, ERNEST
WTTM, Trenton, N. J.
KRAMER, HARRY
CBS

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KRESTAL, BUD
WMIS, Natchez, Miss.
KRUEGAR, RALPH
WLEA, Hornell, N. Y.
KRUSBERG, ROY J.
WRLD, West Point, Ga.
KRUYER, PAUL
WSBT, South Bend, Ind.
KUHLMAN, JOHN R.
KCRA, Sacramento, Calif.
KURTZ, SPYKER
WRAK, Williamsport, Pa.
KUZNITSOF, WILLIAM
WLBJ, Bowling Green, Ky.

—L—

LaBRANCHE, ERNEST
WCCM, Lawrence, Mass.
LaHAYE, LOUIS
WICC, Bridgeport, Conn.
LAING, JOHN
The Sealtest Variety Theatre Starring Dorothy Lamour. NBC.
LAIRD, JERE
KHBC, Hilo, T. H.
LaMAR, JACK
WCAM, Camden, N. J.
LAMB, ART
WINX, Washington, D. C.
LAMB, BILL
KULP, El Campo, Tex.
LAMB, WILLARD
WBBC, Flint, Mich.
LAMBERT, CHUCK
WJOC, Jamestown, N. Y.
LAMBERT, DOW
KIMA, Yakima, Wash.
LAMBERT, KEN
WLDS, Jacksonville, Ill.
LAMPERT, ED
WCAV, Norfolk, Va.
LAMUTIS, ALEX
WGVA, Geneva, N. Y.
LaPLANTE, ROY
WPEN, Philadelphia, Pa.
LAND, CHARLES
WEBJ, Brewton, Ala.
LAND, ZACK
WMAS, Springfield, Mass.
LANE, ALAN
WHUM, Reading, Pa.
LANE, HAROLD
WGNY, Newburgh, N. Y.
LANE, LARRY
WHBO, Tampa, Fla.
LANE, RICHARD
KTLA, Los Angeles, Calif.
LANG, WILLIAM
WMGM, New York, N. Y.
LANGE, BELL
KGDM, Stockton, Calif.
LANGLEY, LAVELLE
KAMD, Camden, Ark.
LANGLEY, RALPH
ABC, ABC-TV
LANSFORD, CHARLES
WGKV, Charleston, W. Va.
LANTZ, RICHARD
WCCP, Savannah, Ga.
LARSEN, BOB
WEMP, Milwaukee, Wis.
LASK, BILL
KDDD, Dumas, Tex.
LATHAM, JACK
ABC, ABC-TV
LAUX, ED
WINZ, Hollywood, Fla.
LaVIGNE, RICHARD
WHYN, Holyoke, Mass.
LAWLEY, LEE
KGER, Long Beach, Calif.
LAWRENCE, DAN
KRNT, Des Moines, Ia.
LAWRENCE, DICK
WUSN, Charleston, S. C.
LAWRENCE, FREDERICK
WTTH, Port Huron, Mich.
LAWSON, JACK
KXOA, Sacramento, Calif.
LAWRENCE, JACK
WIRL, Peoria, Ill.
LAWRENCE, JAMES H.
KOVO, Provo, Utah
LAWSON, JERRY
WJOC, Jamestown, N. Y.
LAWRENCE, KEN
WTOL, Toledo, O.
LAWRENCE, PAUL
WVCH, Chester, Pa.
LAWSON, RALPH
WLEX, Lexington, Ky.
LAWFORD, VIN
WNLK, Norwalk, Conn.
LAZARE, JACK
Take A Number, John Steele, Adventurer, Nick Carter, Secret Mission, MBS; Unsolved Mysteries, Let's Have A Party. WOR.
LAZICH, BOB
KXLF, Butte, Mont.
LEA, ROD
WWOD, Lynchburg, Va.
LEACH, ROBERT E.
WSAB, Atlantic City, N. J.
LEAFER, WOODROW
WDSU-TV, New Orleans, La.
LEANARD, A. B.
WRBC, Jackson, Miss.
LeBOW, GUY
WPIX, New York, N. Y.
LeCLERCQ, GREGORY
KIFI, Idaho Falls, Ida.
LEE, AL V.
KVMV, Twin Falls, Ida.
LEE, BARNEY
WBBC, Flint, Mich.
LEE, BOB
WWST, Wooster, O.
LEE, BRUCE
WHIT, New Bern, N. C.
LEE, DAVE
WLOK, Lima, O.
LEE, GARY
WKRC-TV, Cincinnati, O.
LEE, LARRY
KFKA, Greeley, Colo.
LEE, TED
WCPO, Cincinnati, O.
LEE, TOM
KGON, Oregon City, Ore.
LEEFERS, BOB
KMT, Cedar Rapids, Ia.
LeFEVRE, BILL
WFBR, Baltimore, Md.
LEIGHTON, JACK
KTOP, Topeka, Kans.
LEMER, BILL
KWYO, Sheridan, Wyo.
LENDY, JULIAN
KRTN, Raton, N. Mex.
LENE, BILL
Circle Arrow Show. NBC.
LEONARD, JESSE
KEX, Portland, Ore.
LEONARD, VINCE
WISH, Indianapolis, Ind.
LERNER, SAUL
WLIZ, Bridgeport, Conn.
LESCH, GOMER
WICU, Erie, Pa.
LESHER, ROBERT
WJEJ, Hagerstown, Md.
LESIK, EDWARD
ABC-TV
LESIK, EDWARD (MICHAEL)
Modern Romances, ABC
LeTOURNEAU, ART
KIDO, Boise, Ida.
LEVENSON, LESLIE
WSYB, Rutland, Vt.
LEWIS, AL
WKRG, Mobile, Ala.
LEWIS, CHARLES
WWJ, Detroit, Mich.
LEWIS, ED
KFXJ, Grand Junction, Colo
LEWIS, GERALD
WCSH, Portland, Me.
LEWIS, MILT
WXLW, Indianapolis, Ind.
LEWIS, RALPH
WTAD, Quincy, Ill.
LICK, DON
WICU, Erie, Pa.
LIDDLE, BOB
KHQ, Spokane, Wash.
LIEBMANN, RANDY
KEEN, San Jose, Calif.
LILLEY, BOB
KCRG, Cedar Rapids, Ia.
LINDBERG, WALTER
KLER, Rochester, Minn.
LINDSAY, A. W.
KXRO, Aberdeen, Wash.
LINDSEY, JAMES HALL
KWSL, Lake Charles, La.
LINDMAN, STU
WMIN, St. Paul, Minn.
LINKOUS, MELVIN
WSLS, Roanoke, Va.
LINN, CLAIR
WHRV, Ann Arbor, Mich.
LINTHICUM, WALTER
WBAL, Baltimore, Md.
LITTLE, ED
WEBR, Buffalo, N. Y.
LIVELY, LEE
WLOW, Norfolk, Va.
LIVEZEY, THOMAS E.
WKAP, Allentown, Pa.
LLOYD, JACK
KSEK, Pittsburg, Kans.
LLOYD, JACK
KXGI, Fort Madison, Ia.
LOGAN, JIM
WWCO, Waterbury, Conn.
LACCAR, SAM D.
WTJS, Jackson, Tenn.
LOCKETT, FRED
WETB, Johnson City, Tenn
LOCKHART, HARRY
KTHS, Hot Springs, Ark.
LOCKREM, DALE A.
WATO, Oak Ridge, Tenn.
LOEB, ROBERT
WVNJ, Newark, N. J.
LOHMANN, PAUL
WPAG, Ann Arbor, Mich.
LOHMEIER, BILL
WSLI, Jackson, Miss.
LONERGAN, STAN
WCFL, Chicago, Ill.
LONERGAN, VINCE
WDGY, Minneapolis, Minn.
LONG, HARRY
KVI, Seattle, Wash.
LONG, JOE
WNOX, Knoxville, Tenn.
LONG, JOE
WTNC, Thomasville, N. C.
LONGFELLOW, TOMMY
KHOZ, Harrison, Ark.
LORIMER, DAVID C.
WILE, Cambridge, O.
LOTAS, JOHN
WWRL, Woodside, N. Y.
LOTZ, VERN
KVNJ, Fargo, N. Dak.
LOUDEN, VERN
KROW, Oakland, Calif.
LOUNSBURY, JIM
WIND, Chicago, Ill.
LOUTHER, JOHN
WNDR, Syracuse, N. Y.
LOWE, DONALD HERBERT
Betty Clark Sings, ABC

LOWE, JIMMIE
KXOL, Ft. Worth, Tex.
LOWERY, BILL
WGST, Atlanta, Ga.
LOWERY, BYRON
KWTX, Waco, Tex.
LOWREY, AL
KGA, Spokane, Wash.
LOWRY, LEW
KOOL, Phoenix, Ariz.
LOY, WILLIAM
WTBO, Cumberland, Md.
LUCAS, HARLEY
WGBS, Miami, Fla.
LUCAS, WILLIAM
KOIN, Lincoln, Nebr.
LUDLAM, KENNEDY
WRC, Washington, D. C.
LUDWIG, JAMES
WLEU, Erie, Pa.
LUDWIG, LYELL
WFBM, Indianapolis, Ind.
LUDWIG, LYELL
WFBM-TV, Indianapolis, Ind.
LUKENS, RUSS
KXLL, Missoula, Mont.
LUKINS, HARRY
WIBC, Indianapolis, Ind.
LUND, JIM
KXIC, Iowa City, Ia.
LUND, ROGER K.
WXRA, Kenmore, N. Y.
LUNDBERG, VICTOR E.
KOOL, Phoenix, Ariz.
LUNDQUIST, JACK
KDZA, Pueblo, Colo.
LUNDQUIST, VERNON
WROL, Knoxville, Tenn.
LUPO, JAMES
WROM, Rome, Ga.
LUTHER, JOHN
WERC, Erie, Pa.
LYLES, JOHNNIE
KALB, Alexandria, La.
LYNKER, JOHN
WEOK, Poughkeepsie, N. Y.
LYNOTT, BUD
WHLB, Virginia, Minn.
LYON, CHARLES
The Lassie Show, NBC.

—Mc—

MacDONALD, P. L.
WEEI, Boston, Mass.
MacDONNELL, DAN
Hilltop House, 54th St. Revue (TV)
CBS
MacMULLEN, GEORGE
WTAL, Tallahassee, Fla.
McADOO, DICK
WGBG, Greensboro, N. C.
McALLISTER, DON
WDBO, Orlando, Fla.
McBEE, KEITH
WBAL-TV, Baltimore, Md.
McBRIDE, BILL
WOW, Omaha, Neb.
McBRIDE, JACK
WAGA-TV, Atlanta, Ga.
McBRIDE, ROBERT
WPIK, Alexandria, Va.
McCALL, BILL
WHAT, Philadelphia, Pa.
McCALL, JACK
KSYL, Alexandria, La.
McCANN, DICK
KBON ,Omaha, Nebr.
McCARL, ROBERT
KRNR, Roseburg, Ore.
McCARTHY, JACK
WPIX, New York, N. Y.
McCARTHY, JAMES
WBRE, Wilkes-Barre, Pa.
McCARTNEY, DICK
KMUS, Muskogee, Okla.
McCAY, RAY
WQXI, Atlanta, Ga.
McCONNELL, BYRON
WKST, New Castle, Pa.
McCONNELL, JIM
KGBC, Galveston, Tex.
McCORD, BILL
The Circle Arrow Show, NBC
McCOY, KEN
KWIL, Albany, Ore.
McCOY, ROBERT A.
KOB, Albuquerque, N. Mex.
McCOY, RONALD J.
KFEL, Denver, Colo.
McCREARY, MACK
KEBE, Jacksonville, Tex.
McCULLEY, JOE
WSNJ, Bridgeton, N. J.
McCULLOUGH, WALTER
WBBB, Burlington, N. C.
McCUTCHAN, KEN
WIKY, Evansville, Ind.
McCUTCHEON, DON
KASH, Eugene, Ore.
McDANIEL, CARL
KSMI, Seminole, Okla.
McDERMOTT, ROBERT
WBOW, Terre Haute, Ind.
McDEVITT, LEO
WAAB, Worcester, Mass.
McDONALD, JAMES
WILE, Cambridge, O.
McEACHERN, LEE
WHBQ, Memphis, Tenn.
McELROY, MAC
WIKK, Erie, Pa.
McELWEE, RUSS
WCRS, Greenwood, S. C.
McENANEY, JAMES
WNLC, New London, Conn.
McGEE, BOB
KWFC, Hot Springs, Ark.
McGILL, MAURY
WLIO, East Liverpool, O.
McGOVERN, TOM E.
KROD, El Paso, Tex.
McGOWAN, ED
KALL, Salt Lake City, Utah
McHAN, BILL
WJPR, Greenville, Miss.
McINTIRE, CHARLES
WMBH, Joplin, Mo.
McINTYRE, JIM
WINN, Louisville, Ky.
McKASSON, CHUCK
WGBF, Evansville, Ind.
McKEE, ROY
KOMA, Oakland City, Okla.
McKELFRESH, ALBERT L.
WVLN, Olney, Ill.
McKINNEY, CARL
WGTC, Greenville, N. C.
McKINNEY, GENE
KAMQ, Amarillo, Tex.
McKINNEY, JIM
WSOY, Decatur, Ill.
McKINNON, BOB
WRFS, Alexander City, Ala.
McKNIGHT, JOHN M.
WHLI, Hempstead, L. I.
McKUNE, GENE (KIRBY)
Esso News, ABC
McLAUGHLIN, BOB
KLAC-TV, Hollywood, Calif.
McLAUGHLIN, FRANCIS
WBRE, Wilkes-Barre, Pa.
McCLEAN, CLYDE
WBT, Charlotte, N. C.
McLEAN, DEAN
KWBC, Ft. Worth, Tex.
McLEAN, JOHN
WPDQ, Jacksonville, Fla.
McLEOD, DON
WJBK, Detroit, Mich.
McMAHON, GILES
CKLW, Detroit, Mich.
McMANUS, JIM
The Sports Parade
WMAR-TV, Baltimore, Md.
McNALLEY, PAUL
WHOB, Gardner, Mass.
McNEELEY, MARTY
WJMO, Cleveland, O.
McNEVIN, JOHN
WHEN, Syracuse, N. Y.
McOSKER, DARRELL
KODY, North Platte, Neb.
McPHEE, JIM
WGL, Fort Wayne, Ind.
McPHERSON, HUGH
WOAY, Oak Hill, W. Va.
McRAE, DUANE
KROY, Sacramento, Calif.

—M—

MABRY, DICK
WBIG, Philadelphia, Pa.
MACK, BILL
WEDC, Chicago, Ill.
MACK, FLOYD
The Telephone Hour, NBC.
MAGNUS, JOHN
WWRL, Woodside, N. Y.
MAHAN, JOHN
WDAS, Philadelphia, Pa.
MAHANEY, ROBERT
WIBX, Utica, N. Y.
MALLICOAT, AL
KGER, Long Beach, Calif.
MALLOY, LES
KYA, San Francisco, Calif.
MALOY, HENRY
WTRY, Troy, N. Y.
MANDEL, ART
KDON, Santa Cruz, Calif.
MANN, CARL
KBTV, Dallas, Tex.
MANNING, BILL
KIST, Santa Barbara, Calif.
MANNING, RAY
WIL, St. Louis, Mo.
MANSFIELD, LARRY
WSPB, Sarasota, Fla.
MANSON, LEE
WELI, New Haven, Conn.
MAPES, BILL
WHOS, Decatur, Ala.
MARBLE, HARRY
Margaret Arlen, Hits And Misses, People's Platform (TV), Eric Sevareid And The News
CBS
MARICH, BOB
KLEE-TV, Houston, Tex.
MARKER, JAMES
KGLO, Mason City, Ia.
MARKEY, PAUL
WING, Dayton, O.
MARLOW, MICHAEL
WWSW, Pittsburgh, Pa.
MARQUEZ, RAQUEL
KVER, Albuquerque, N. Mex.
MARSHALL, BILL
KMAC, San Antonio, Tex.
MARSHALL, JEAN
WEW, St. Louis, Mo.
MARSHALL, JIMMY
WTOB, Winston-Salem, N. C.
MARSHALL, REX
Suspense, CBS-TV; News & Special Events, WPIX.
MARSTON, BERT
WFAS, White Plains, N. Y
MARTIN, BILL
WNDR, Syracuse, N. Y.
MARTIN, DON
WHCU, Ithaca, N. Y.
MARTIN, HARRY
KGBC, Galveston, Tex.
MARTIN, WINSTON
KFRU, Columbia, Mo.

MARTYN, GIL
KTLA, Los Angeles, Calif.
MARVIN, KEN
WOR, New York, N. Y.
MARVIN, LARRY
KRNO, San Bernardino, Calif.
MARVIN, TONY
Arthur Godfrey Time, Godfrey And His Friends (TV) CBS
MASON, JOE
WLEE, Richmond, Va.
MASSEY, JON
WWDC, Washington, D. C.
MATHESON, MAC
KTUC, Tucson, Ariz.
MATTHEWS, JAMES
WMAZ, Macon, Ga.
MAXWELL, CHUCK
WREN, Topeka, Kans.
MAYFIELD, ROBERT
KROD, El Paso, Tex.
MEATH, ED
WHEC, Rochester, N. Y.
MEEHAN, ROBERT
WEAN, Providence, R. I.
MEIER, DON
Reserved For Garroway
WNBQ, Chicago, Ill.
MERCER, CLIFF
WLOU, Louisville, Ky.
MERCHANT, BILL
WKBZ, Muskegon, Mich.
MERRITT, BILL
KFBK, Sacramento, Calif.
MERRYMAN, BOB
WLW-T, Cincinnati, O.
MICHAEL, BILL
KMAC, San Antonio, Tex.
MICHAEL, GEORGE
WROW, Albany, N. Y.
MICHAEL, RAY
WNBW, Washington, D. C.
MICHAEL, ROBERT
WRTA, Altoona, Pa.
MICHELSEN, BILL
KFBC, Cheyenne, Wyo.
MILLER, BILL
WTAX, Springfield, Ill.
MILLER, CALVIN
WBNX, New York, N. Y.
MILLER, CARLETON
WGBB, Freeport, N. Y.
MILLER, DON
WTOL, Toledo, O.
MILLER, MARVIN
Behind the Story, MBS; Louella Parsons, ABC; Beulah, CBS.
MILLER, PAUL
WHOK, Lancester, O.
MILLER, TOBY
WNAO, Raleigh, N. C.
MILLS, BOB
WSAZ-TV, Huntington, W. Va.
MILLS, FRANK
WBAP-TV, Fort Worth, Tex.
MILLS, J. D.
WDBJ, Roanoke, Va.
MILNE, JAMES
WNHC-TV, New Haven, Conn.
MITCHELL, BILL
WRBL, Columbus, Ga.
MITCHELL, BORIS
WORZ, Orlando, Fla.
MITCHELL, CHARLES R.
WBIG, Greensboro, N. C.
MITCHELL, JAMES L.
WSLS, Roanoke, Va.
MITCHELL, MARK
WKBV, Richmond, Ind.
MIZNER, CHUCK
KAMQ, Amarillo, Tex.
MOEGLE, FRED
KWK, St. Louis, Mo.
MOFFETT, JERRY
KTFI, Twin Falls, Ida.
MOFFETT, RAY
WCAO, Baltimore, Md.
MOHER, BILL
WDAY, Fargo, N. Dak.
MONDAY, RAY
WGAT, Utica, N. Y.
MONKMAN, ROBERT
WRJN, Racine, Wis.
MONROE, CAL
WCAP, Asbury Park, N. J.
MONROE, GEORGE
KFIM, Beaumont, Tex.
MONROE, HANK
WOLF, Syracuse, N. Y.
MONROE, JULIAN
WJBW, New Orleans, La.
MONTESANO, ROBERT
WGAT, Utica, N. Y.
MONTGOMERY, DEAN
KELO, Sioux Falls, S. Dak.
MONTGOMERY, ROBERT L.
WGBG, Greensboro, N. C.
MOODY, STAN
WCOU, Lewiston, Me.
MOONEY, FRANK
WHUM, Reading, Pa.
MOORE, BERNARD
WKNB, New Britain, Conn.
MOORE, BOB
WWCA, Gary, Ind.
MOORE, CHARLES F.
KPDQ, Portland, Ore.
MOORE, DALE
KPST, Preston, Ida.
MOORE, DEANE B.
KGFJ, Hollywood, Calif.
MOORE, ED
WIOD, Miami, Fla.
MOORE, JACK
KAKC, Tulsa, Okla.
MOORE, RAY
WETB, Johnson City, Tenn.
MOORE, ROBERT W.
KHBC, Hilo, T. H.
MOOREHOUSE, GENE
WWNR, Beckley, W. Va.
MORAN, JACK
WMON, Montgomery, W. Va.
MOREY, ART
KWJJ, Portland, Ore.
MORGAN, BUD
WIBK, Knoxville, Tenn.
MORGAN, HARVEY
WIRK, West Palm Beach, Fla.
MORGAN, RAY
Cities Service Band of America, NBC.
MORGAN, ROBERT
WMBO, Auburn, N. Y.
MORRIS, AL
KCNA, Tucson, Ariz.
MORRIS, DUDLEY
KGBX, Springfield, Mo.
MORRIS, GIL
WDAS, Philadelphia, Pa.
MORRIS, JIMMIE
WSAT, Salisbury, N. C.
MORRIS, JOHNNY
WLOL, Minneapolis, Minn.
MORRISON, GARRETT
WTMA, Charleston, S. C.
MORRISON, PHIL
WTOM, Bloomington, Ind.
MORRISSEY, JACK
WAAB, Worcester, Mass.
MORROW, DON
KBTV, Dallas, Tex.
MORSE, TONY
KGO, San Francisco, Calif.
MORTIMER, AL
WRAK, Williamsport, Pa.
MOSLEY, E. A.
KREM, Spokane, Wash.
MOSS, PHIL
WAFM-TV, Birmingham, Ala.
MOWAT, CHARLES
KWRN, Reno, Nev.
MOYES, JACK
KPOJ, Portland, Ore.
MUELLER, RODG
WBAY, Green Bay, Wis.
MULHERIN, PAT
WRDW, Augusta, Ga.
MULVIHILL, JOSEPH P.
WTAM, Cleveland, O.
MONRO, RED
WCOG, Greensboro, N. C.
MUNROE, JOHN
KWWB, Walla Walla, Wash.
MUNT, PAUL
KBON, Omaha, Nebr.
MURPHREE, JACK
WOMI, Owensboro, Ky.
MURPHY, BILL
WJPS, Evansville, Ind.
MURPHY, BOB
The Quiz Kids; R.F.D. America, NBC.
MURPHY, BOB
WJMR, New Orleans, La.
MURPHY, CHARLES
KFYR, Bismarck, N. Dak.
MURPHY, DENNIS
WREX, Duluth, Minn.
MURPHY, MICKEY
WBAP, Fort Worth, Tex.
MURPHY, WALT.
WOMI, Owensboro, Ky.
MURPHY, WILLIAM
WLIZ, Bridgeport, Conn.
MURRAY, DAVID
WLWD, Dayton, O.
MURRAY, LEE
WMCK, McKeesport, Pa.
MURRAY, PHILIP
WMTW, Portland, Me.
MUSLADIN, WILLIAM
KJBS, San Francisco, Calif.
MYERS, DONALD H.
KCMC, Texarkana, Tex.
MYERS, EDWARD, JR.
WMEX, Boston, Mass.

—N—

NABORS, BILL
KVER, Albuquerque, N. Mex.
NABORS, CHICK
WQBC, Vicksburg, Miss.
NABORS, PAT
WSOC, Charlotte, N. C.
NAGLE, DAVE
WCHV, Charlottesville, Va.
NAPIER, BYRON
KCRC, Enid, Okla.
NARZ, JIM
WLOU, Louisville, Ky.
NASH, BOB
WINK, Fort Myers, Fla.
NASH, R. J.
KIOA, Des Moines, Ia.
NASH, ROGER
WJMR, New Orleans, La.
NATION, HERSCHEL
WAGC, Chattanooga, Tenn.
NAUGHTON, CLIFF
KPIX, San Francisco, Calif.
NAUGLE, DAVE
KFJZ, Fort Worth, Tex.
NeGUHKIN, BOB
WMSL, Decatur, Ala.
NEAL, TOM
WCOM, Parkersburg, W. Va.
NEHR, DeALTON
WIBA, Madison, Wis.
NEHRLING, WALLY
WIRE, Indianapolis, Ind.
NEIGHBOR, HOWARD
KVGB, Great Bend, Kans.
NEILAN, RAY
WKNB, New Britain, Conn.

NEILSON, BILL
KING-TV, Seattle, Wash.
NEIMAN, WALTER
WDEM, Providence, R. I.
NEISTAT, LEW
Admiral Broadway Review, NBC-TV.
NELSKOG, WALTER N.
KRSC, Seattle, Wash.
NELSON, ART
KLIF, Dallas, Tex.
NELSON, BOB
WBBQ, Augusta, Ga.
NELSON, CARL
WTMJ, Milwaukee, Wis.
NELSON, CHARLES
KOLE, Port Arthur, Tex.
NELSON, CHARLES
WFBG, Altoona, Pa.
NELSON, DICK
WPEN, Philadelphia, Pa.
NELSON, GEORGE
WHIT, New Bern, N. C.
NELSON, LEE
WPOR, Portland, Me.
NELSON, VERNER
KTRI, Sioux City, Ia.
NELSON, WAYNE
CBS
NERO, JIM
KFRD, Rosenberg, Tex.
NEWMAN, BILL
WXGI, Richmond, Va.
NEWMAN, JACK
KOME, Tulsa, Okla.
NEWMAN, JIM
WSPD, Toledo, O.
NEWTON, RALPH
KFDA, Amarillo, Tex.
NICHOLS, ROY
KXLR, Little Rock, Ark.
NIKON, JOE
WKGN, Knoxville, Tenn.
NILES, KEN
Take It Or Leave It; Life of Riley, NBC.
NIMMO, BILL
WLW-T, Cincinnati, O.
NOAH, BOB
WBRY, Waterbury, Conn.
NOEL, JACK
WTTS, Bloomington, Ind.
NORMAN, DON
KFAB, Omaha, Neb.
NORMAN, DON
WLOS, Asheville, N. C.
NORMAN, RICHARD
WQQW, Washington, D. C.
NORTHCROSS, WILSON
WMC, Memphis, Tenn.
NORTHCROSS, WILSON
WMCT, Memphis, Tenn.
NORTON, MILTON
KVOR, Colorado Springs, Colo.
NORTON, PAUL
WSNY, Schenectady, N. Y.
NORWIG, GEORGE
WCSC, Charleston, S. C.
NOVENSON, JOE
WFIL, Philadelphia, Pa.
NAZUM, CHUCK
WCAE, Pittsburgh, Pa.

—O—

OAKLAND, RON
KATE, Albert Lea, Minn.
O'BANNON, GENE
KOLE, Port Arthur, Tex.
O'BRIEN, BILL
WBET, Brockton, Mass.
O'BRIEN, ELLIS
WCSH, Portland, Me.
O'BRIEN, JACK
KVOR, Colorado Springs, Colo.
O'BRIEN, JIM
WKIP, Poughkeepsie, N. Y.
O'BRIEN, JOE
WMCA, New York, N. Y.
O'BRIEN, JOHN
KTEM, Temple, Tex.
O'BRIEN, MARK
WLCS, Baton Rouge, La.
O'CONNELL, JIM
WTAW, College Station, Tex.
O'CONNER, LEN
WMAQ, Chicago, Ill.

O'CONNOR, ROD
B. Houston, Tex.; Red Skelton Show, People Are Funny, Duffy's Tavern, NBC.

O'CONNER, TOM
WBMD, Baltimore, Md.
O'CONNOR, TOM
WBIZ, Eau Claire, Wis.
ODELL, GEORGE
WCYB, Bristol, Va.
ODOM, HOMER
KFDM, Beaumont, Tex.
ODOM, RAYMOND
KRBC, Abilene, Tex.
ODUM, JIM
WHKP, Hendersonville, N. C.
O'HARA, RICHARD S.
WHAI, Greenfield, Mass.
O'LEARY, JAMES H.
KFXM, San Bernardino, Calif.
OLIVER, BOB
WHWL, Nanticoke, Pa.
OLSON, RAY
WOW, Omaha, Neb.
OLSON, ROBERT
WKY-TV, Oklahoma City, Okla.
OMAN, BEN, JR.
WJOY, Burlington, Vt.
O'NEIL, CHARLES
WFEA, Manchester, N. H.
O'NEIL, PAUL
WNMP, Evanston, Ill.
O'NEILL, JIM
KOWH, Omaha, Neb.
OREN, OZZIE
WOSH, Oshkosh, Wis.
ORNEST, STAN
WGBS, Miami, Fla.
ORR, WILLIAM
WICY, Malone, N. Y.
ORTIZ, RAMON
WAEL, Mayaguez, P. R.
ORTON, HAL
KRIC, Beaumont, Tex.
OSBORNE, KARL
WADC, Akron, O.
OSBORNE, OZZIE
WISH, Indianapolis, Ind.
OSBORNE, TIM
KTHT, Houston, Tex.
OSGOOD, DICK
WXYZ-TV, Detroit, Mich.
OSTBERG, BILL
WTAG, Worcester, Mass.
OSTROFF, PETER
KSUB, Cedar City, Utah
OTIS, DON
KLAC-TV, Hollywood, Calif.
OVENDEN, K. R.
WEEI, Boston, Mass.
OWEN, EDWARD
WLBZ, Bangor, Me.
O'WRIL, ROBERT
WPOR, Portland, Me.
OXFORD, GEORGE
KWBR, Oakland, Calif.
OYLER, HAROLD
WEBQ, Harrisburg, Ill.
OZMENT, HOWARD
WTMA, Charleston, S. C.

—P—

PACE, JOHN
WEKR, Fayetteville, Tenn.
PACKARD, HARRY
KFNF, Shenandoah, Ia.
PAEVEY, DON
WCKY, Cincinnati, O.
PAGE, FRANK
KWKH, Shreveport, La.
PAGE, NORM
WMIN, St. Paul, Minn.
PAGE, SAM
WNBF, Binghamton, N. Y.
PAIGE, ERIC
WLOW, Norfolk, Va.
PALEN, DAN
KGLO, Mason City, Ia.
PALMER, CHARLES G.
KFXM, San Bernardino, Calif.
PALMER, FRANK
WAVZ, New Haven, Conn.
PALMER, JOHNNY
WRCS, Ahoskie, N. C.
PANNY, FRANK
WOKO, Albany, N. Y.
PANSULLO, JAMES
WAVZ, New Haven, Conn.
PARENT, ROBERT
KCRA, Sacramento, Calif.
PARFITT, SAMUEL
WCCC, Hartford, Conn.
PARISH, GUY
WEBQ, Harrisburg, Ill.
PARK, CHARLES
WJR, Detroit, Mich.
PARKER, AL
WJJD, Chicago, Ill.
PARKER, BOB
WMOX, Meridian, Miss.
PARKER, CARL
WBMS, Boston, Mass.
PARKER, ED
KGGM, Albuquerque, N. Mex.
PARKER, GENE
WWCO, Waterbury, Conn.
PARKER, LEE
WNAO, Raleigh, N. C.
PARKER, PAUL
WGNI, Wilmington, N. C.
PARKS, STURLE J.
WHOC, Philadelphia, Miss.
PARRISH, HURLEY, JR.
WDUK, Durham, N. C.
PARRISH, JOHN
WLEX, Lexington, Ky.
PASCOE, KENNETH
KDB, Santa Barbara, Calif.
PASSE, LEOL
WVOK, Birmingham, Ala.
PATRICK, LAWRENCE
WAIR, Winston-Salem, N. C.
PATTERSON, C. P.
WONS, Hartford, Conn.
PATTERSON, JIM
WBTV, Charlotte, N. C.
PATTISON, JIM
WDAD, Indiana, Pa.
PAUL, LeROY
WJRD, Tuscaloosa, Ala.
PAUL, NORMAN
KSJO, San Jose, Calif.

PAUL, RALPH
B. Oct. 11, 1920, Denver, Colo.; True Detective Mysteries, MBS; Mother Knows Best, CBS; The Guy Lombardo Show, WNBC; Newsweek Periscope, WOR; Olson And Johnson, NBC-TV.

PAULIN, ED
WCMI, Ashland, Ky.
PAULSON, AL
WLOL, Minneapolis, Minn.
PAYMAR, GORDON
WREX, Duluth, Minn.
PAYNE, LLOYD
WDXB, Chattanooga, Tenn.
PAYNTER, LOREN
WREX, Duluth, Minn.

PEARSON, WALLY
WMT, Cedar Rapids, Ia.
PEART, JOHN
KOH, Reno, Nev.
PECK, ALBERT
KROS, Clinton, Ia.
PEER, LEE
WSBR, Superior, Wis.
PEGG, BOB
KOKO, La Junta, Colo.
PENBERTHY, JOSEPH
WJR, Detroit, Mich.
PENNEY, EDWARD
WEIM, Fitchburg, Mass.
PENNY, GAIL
WJRD, Tuscaloosa, Ala.
PENNYBACKER, ED
WLAD, Danbury, Conn.
PERATA, PETE
KDON, Santa Cruz, Calif.
PERLIN, BERNIE
KOPO, Tucson, Ariz.
PERLMUTTER, ALVIN
WEOK, Poughkeepsie, N. Y.
PERRIN, LLOYD
KGIL, San Fernando, Calif.
PERRIN, PAT
KGRH, Fayetteville, Ark.
PERRY, GEORGE
WGWR, Asheboro, N. C.
PERRY, KEN
KMYR, Denver, Colo.
PERRY, TONY
WFRL, Freeport, Ill.
PETERS, BILL
WIKK, Erie, Pa.
PETERS, DANIEL
WVNJ, Newark, N. J.
PETERS, KEN
Anacin Hollywood Star Theatre: Duffy's Tavern, NBC.
PETERSON, ARNOLD
WATW, Ashland, Wis.
PETERSON, ART
KVOD, Denver, Colo.
PETERSON, ART
KCPO, Cincinnati, O.
PETERSON, DON
KGGF, Coffeyville, Kans.
PETERSON, GENE
WLAV-TV, Grand Rapids, Mich.
PETERSON, JOHN
KWAK, Stuttgart, Ark.
PETERSON, KENNETH
KIFI, Idaho Falls, Ida.
PETERSON, LEONARD
KLTI, Longview, Tex.
PETRICK, HENRY
WGKV, Charleston, W. Va.
PETRIE, HOWARD
The Jimmy Durante' Show; Duffy's Tavern; The Judy Canova Show; Blondie, NBC.
PEYTON, STANLEY
WJW, Cleveland, O.
PHELAN, JOHN
KTSM, El Paso, Tex.
PHELAN, MICKY
WRJM, Newport, R. I.
PHILIP, RICHARD
WNMP, Evanston, Ill.
PHILLIPS, C. W.
WBBB, Burlington, N. C.
PHILLIPS, DON
KTXL, San Angelo, Tex.
PHILLIPS, GREGG
WJOL, Joliet, Ill.
PIATT, GENE
WHBQ, Memphis, Tenn.
PICKETT, LYMAN
WRUF, Gainesville, Fla.
PICKETT, ROY
KTVL, Tulsa, Okla.
PIERCE, JOE
KMLB, Monroe, La.
PINELL, CLAUDE, JR.
KPAC, Port Arthur, Tex.
PINTAR, FRANK
WHKC, Columbus, O.
PIPER, DICK
WLNH, Laconia, N. H.
PIRNIE, DUNCAN
WQXR, New York, N. Y.
PLAYER, JAMES C.
WFBC, Greenville, S. C.
POBRISLO, JOSEPH
KDAC, Fort Bragg, Calif.
POLAND, SAM
WCHS, Charleston, W. Va.
POLLARD, BOB
KTAR, Phoenix, Ariz.
POPE, MARSHALL
KMOS, St. Louis, Mo.
POPPER, JACK
WJOB, Hammond, Ind.
PORTA, PAT
KFSA, Fort Smith, Ark.
PORTER, WILLIAM G.
WPTR, Albany, N. Y.
PORWANIECKI, LEO
WLIP, Kenosha, Wis.
POST, BILL
KALL, Salt Lake City, Utah
POTTER, GEORGE
KIYI, Shelby, Mont.
POTTER, SAM
WFKY, Frankfort, Ky.
POWELL, CHARLES
WAOV, Vincennes, Ind.
POWELL, FRANK
KCRC, Enid, Okla.
POWELL, NEVILLE
KRIC, Beaumont, Tex.
POWELL, THOMAS
WGBI, Scranton, Pa.
POWER, TOM
WMUR, Manchester, N. H.
PRATT, BUD
KRES, St. Joseph, Mo.
PRENTICE, CHARLES D.
WHAI, Greenfield, Mass.
PRESCOTT, NORMAN
WHDH, Boston, Mass.
PREVATT, DENNY
WRUF, Gainesville, Fla.
PRICE, GORDON
WNEX, Macon, Ga.
PRO, BOB
KDLK, Del Rio, Tex.
PROCTOR, HAL
WCAO, Baltimore, Md.
PROCTOR, ROBERT
WLBJ, Bowling Green, Ky.
PROVENCE, ROBERT
WKNA, Charleston, W. Va.
PROVENSEN, HAROLD
WBCC, Bethesda, Md.
PROVOST, RICHARD
WWNY, Watertown, N. Y.
PRYOR, BILL
WNBF, Binghamton, N. Y.
PUDNEY, EARL J.
WGY, Schenectady, N. Y.
PUMPHREY, HORACE
WBRC-TV, Birmingham, Ala.
PUMPHREY, NED
WCRB, Waltham, Mass.
PURDY, DON
KCBC, Des Moines, Ia.
PURSE, TODD
WXYZ-TV, Detroit, Mich.
PYLE, JACK
WLW, Cincinnati, O.

—Q—

QUADE, WARREN
KCOY, Santa Maria, Calif.
QUATTLEBAUM, HOWARD
WTBF, Troy, Ala.
QUEEN, HAL
WHKY, Hickory, N. C.
QUILLEN, TED
KELP, El Paso, Tex.
QUINLAN, J. W.
WIBV, Belleville, Ill.
QUINN, DOM
WBCK, Battle Creek, Mich.

—R—

RAEDER, DON
WSAZ, Huntington, W. Va.
RAFFERTY, CARL L.
KJSK, Columbus, Nebr.
RAGLAND, CHARLES
WKDK, Newberry, S. C.
RAINEY, BRUCE
KSYL, Alexandria, La.
RAMPY, C. W.
KMAE, McKinney, Tex.
RAMSAY, WILLIAM T.
WIRC, Hickory, N. C.
RAMSEY, RAYMOND L.
WHIR, Danville, Ky.
RANDALL, RALPH
WCYB, Bristol, Va.
RANDALL, WILLIAM D.
WTOC, Savannah, Ga.
RANDOLPH, BILL
KFBC, Cheyenne, Wyo.
RANDOLPH, LEN
KCBC, Des Moines, Ia.
RAPCHAK, MIKE
WIMS, Michigan City, Ind.
RAPCHAK, MIKE
WWCA, Gary, Ind.
RASCO, LAWRENCE
KTSA, San Antonio, Tex.
RATHBUN, JACK
WBSR, Pensacola, Fla.
RATLIFF, DAVE
KDWT, Stamford, Tex.
RATTCLIFFE, HAVAR
WLCS, Baton Rouge, La.
RAVILIOUS, HOWARD
WDWD, Dawson, Ga.
RAWSON, RON
Young Dr. Malone, CBS; Road of Life, NBC; Portia Faces Life, NBC.
RAY, CHARLES
WARL, Arlington, Va.
RAYMENT, DON
KJBS, San Francisco, Calif.
RAZZA, CARLOS
KROF, Abbeville, La.
READ, BROOKS
WJBO, Baton Rouge, La.
REARDON, TOM
WHHM, Memphis, Tenn.
RECTOR, BRUCE
WAGE, Syracuse, N. Y.
RECTOR, ROY
WKY-TV, Oklahoma City, Okla.
REDDY, TOM
Chesterfield Supper Club: Dragnet, NBC.
REDFERN, JACK
WGNY, Newburgh, N. Y.
REED, BOB
WNBK, Cleveland, O.
REED, JIM
WAPX, Montgomery, Ala.
REED, LYNNE
KOLN, Lincoln, Nebr.
REED, TOBE
Maxwell House Coffee Time Starring George Burns & Gracie Allen, NBC.
REES, WALTER
KWRN, Reno, Nev.
REEVES, GRADY
WDXI, Jackson, Tenn.
REEVES, JACK
KJSK, Columbus, Nebr.
REEVES, JIM
WPWA, Chester, Pa.

REGAN, BOB
KCBQ, San Diego, Calif.
REID, DICK
WSFA, Montgomery, Ala.
REID, JIM
WPTF, Raleigh, N. C.
REIG, HOWARD
WGY, Schenectady, N. Y.
REILLY, EARL
KXA, Seattle, Wash.
REINHART, TED
WHUN, Huntingdon, Pa.
REITER, FRED
WFLA, Tampa, Fla.
REITMAN, BILL
KVSF, Santa Fe, N. Mex.
REITZ, BOB
KMUS, Muskogee, Okla.
REMINGTON, JAMES
WKRC-TV, Cincinnati, O.
REUTER, JERRY
KLRA, Little Rock, Ark.
REX, JOE
WLOK, Lima, O.
REYNOLDS, BILL
WSTC, Stamford, Conn.
REYNOLDS, CARROLL
WIOU, Kokomo, Ind.
REYNOLDS, CLIFTON E.
WGUY, Bangor, Me.
REYNOLDS, GENE
WBAP, Fort Worth, Tex.
REYNOLDS, MARK
WBRC-TV, Birmingham, Ala.
REZNOR, JOHN K.
WHIO-TV, Dayton, O.
RHOADS, HOWARD
KUJ, Walla Walla, Wash.
RHODES, BOB
WHOO, Orlando, Fla.
RHODES, JOHN
WBEL, Beloit, Wis.
RICE, AL
WBIG, Greensboro, N. C.
RICH, AL
WLOH, Princeton, W. Va.
RICHARDS, FLOYD
WTIC, Hartford, Conn.
RICHMOND, DICK
WJBW, New Orleans, La.
RIDDLE, BILL
WNEX, Macon, Ga.
RIDENOUR, DAVE
WLEA, Hornell, N. Y.
RIDER, BILL
KCNA, Tucson, Ariz.
RIDGE, JACK
WEAM, Arlington, Va.
RIDGWAY, CHARLES
WERC, Erie, Pa.
RIDGEWAY, DICK
KIND, Independence, Kans.

RIGGS, GLENN

B. July 12, 1907, McKeesport, Pa.; My True Story; Boston Blackie; Philco Hall of Fame, ABC; Thin Man, CBS; Hop Harrigan; True or False, MBS.

RILEY, DON
KEYD, Minneapolis, Minn.
RILEY, JOHN
WVAM, Altoona, Pa.
RINKER, GLENN E.
KAFY, Bakersfield, Calif.
RINNINGER, RONALD
WCRO, Johnstown, Pa.
RITCHA, MORELY
KWRN, Reno, Nev.
RITENOUR, BARRY
WIBX, Utica, N. Y.
ROACH, JACK
WMUS, Muskegon, Mich.
ROACH, WALLACE
WFKY, Frankfort, Ky.
ROARK, JOHNNY
KVET, Austin, Tex.
ROBB, BILL
WKIX, Columbia, S. C.
ROBERTS, BRUCE
WBKB, Chicago, Ill.
ROBERTS, FRAN
WCVI, Connellsville, Pa.
ROBERTS, FRANK
KWJJ, Portland, Ore.
ROBERTS, HI
KCHE, El Reno, Okla.
ROBERTS, JIM
WHBC, Canton, O.

ROBERTS, KEN

Big Sister, CBS; Grand Central Station, NBC; Candid Camera, NBC; Chance of A Life Time, ABC; Crime Photographer, CBS; Lilt, Shasta; WMGM Disc Jockey.

ROBERTS, MORGAN
KSWO, Lawton, Okla.
ROBERTS, PAUL
WFBM-TV, Indianapolis, Ind.
ROBERTS, SAM
KHBU, Anderson, Ind.
ROBERTS, WAYNE
KGW, Portland, Ore.
ROBERTSON, JIM
WMCK, McKeesport, Pa.
ROBERTSON, STEVE
KMJ, Fresno, Calif.
ROBEY, THOMAS
WTAD, Quincy, Ill.
ROBINSON, BLUE
WHCC, Waynesville, N. C.
ROBINSON, BOB
WHSY, Hattiesburg, Miss.
ROBINSON, CARL
WBCC, Bethesda, Md.
ROBINSON, CHAPMAN
WLNA, Peekskill, N. Y.
ROBINSON, DON
KIXL, Dallas, Tex.
ROBINSON, GENE
WCHS, Charleston, W. Va.
ROBINSON, MORTON B.
KCMJ, Palm Springs, Calif.
ROCKE, LOUIS
WCAX, Burlington, Vt.
RODDA, WALTER
WKAT, Miami Beach, Fla.
RODGER, PHIL
WKAT, Miami Beach, Fla.
RODDY, JOE
KTBC, Austin, Tex.
RODGERS, CLIFF
WHKK, Akron, O.
ROEBUCK, JOHN
WISR, Butler, Pa.

ROGERS, BILL

B. Nov. 17, 1916, Thompsonville, Mich.; Bill Henry & The News, MBS; The Brighter Day, CBS; John B. Kennedy, MBS; Lowell Thomas, CBS.

ROGERS, DON
WRIB, Providence, R. I.
ROGERS, JAY
WDXB, Chattanooga, Tenn.
ROLLISON, FRED R.
WGBF, Evansville, Ind.
ROMANO, TOM
WNHC-TV, New Haven, Conn.
ROMINES, ART
KWHN, Fort Smith, Ark.
ROODHOF, TED
WDOS, Oneonta, N. Y.
ROPER, DONALD
WTTG, Washington, D. C.
ROPPOLO, MIKE
KENT, Shreveport, La.
ROSE, CARL
WDAR, Savannah, Ga.
ROSE, GEORGE
WHOS, Decatur, Ala.
ROSE, HUGH
WILE, Cambridge, O.
ROSEHILL, DAVE
WDEM, Providence, R. I.
ROSS, AL
WBAL, Baltimore, Md.
ROSS, BILL
KOWB, Laramie, Wyo.
ROSS, BILL
WIOD, Miami, Fla.

ROSS, DAVID

Morton Downey Show, MBS, NBC; The Big Break, Guy Lombardo Show, David Ross Show, NBC, CBS, MBS, ABC, WPIX.

ROSS, JACK
WHAM, Rochester, N. Y.
ROSS, KAL
WPWA, Chester, Pa.
ROSS, MARTY
WOKO, Albany, N. Y.
ROSS, RONNIE
KLO, Ogden, Utah
ROSS, WALT
KSRV, Ontario, Ore.
ROSSELL, DEAC
WROW, Albany, N. Y.
ROSSET, DICK
WADC, Akron, O.
ROTHGEB, PAUL
WJNC, Jacksonville, N .C.
ROTHMAN, LEE
WWXL, Peoria, Ill.
ROUND, BILL
WBSR, Pensacola, Fla.
ROURKE, JACK
Philip Morris Night With Horace Heidt, NBC.
ROWE, KEN
KRRV, Sherman-Denison, Tex.
ROWLAND, BOB
KELP, El Paso, Tex.
ROWZIE, JACK
WINX, Washington, D. C.
ROYALL, PAUL
KSL, Salt Lake City, Utah
ROYE, CARL
WHBO, Tampa, Fla.
RUCKLE, ROBERT E.
WRDW, Augusta, Ga.
RUHLE, PAUL
WAIT, Chicago, Ill.
RULE, RONALD
KOIN, Portland, Ore.
RUMORE, JOE
WVOK, Birmingham, Ala.
RUNDE, FRED
WJBF, Augusta, Ga.
RUPPEL, LARRY
WJBK-TV, Detroit, Mich.
RUSH, JIM
WBBC, Flint, Mich.
RUSK, CLAY
WHO, Des Moines, Ia.

RUSSELL, DON

B. March 10, 1921, Conn.; Cavalcade of Stars, Cavalcade of Bands, Morey Amsterdam Show, Easy Aces, Johnny Olsen's Rumpus Room, Okay Mother, DuMont.

RUSSELL, DON
WLBC, Muncie, Ind.
RUSSELL, GORDON
KENI, Anchorage, Alaska
RUSSELL, LaVERNE
KUJ, Walla Walla, Wash.
RUSSELL, RICH
WASL, Annapolis, Md.
RUSSELL, ROGER A.
KWOA, Worthington, Minn.
RUSSO, DOM
WPIC, Sharon, Pa.
RUST, BILL
KGVL, Greenville, Tex.

RUST, PAUL
WMIE, Miami, Fla.
RUTLEDGE, BILL
KENT, Shreveport, La.
RYAN, BERNARD
WHAM-TV, Rochester, N. Y.
RYAN, BILL
WKAP, Allentown, Pa.
RYAN, JACK
WHUM, Reading, Pa.
RYAN, JOE
WALL, Middletown, N. Y.
RYE, JACK
KTSM, El Paso, Tex.
RYEL, FLOYD
WSRS, Cleveland, O.

—S—

SACCO, BOB
WAZL, Hazleton, Pa.
SAINT, TERRY
WIBB, Macon, Ga.
ST. GEORGE, DORAIN
Esso News, ABC
ST. JOHN, CHARLIE
KCNC, Fort Worth, Tex.
SALERNO, SAM
KDAC, Fort Bragg, Calif.
SAMM, JOHNNY
WPAM, Pottsville, Pa.
SAND, LES
WTTG, Washington, D. C.
SANDERS, GEORGE
KFVD, Los Angeles, Calif.
SANFORD, CHARLES R.
WGUY, Bangor, Me.
SANTIAGO, FELIX
WAPA, San Juan, P. R.
SAUNDERS, ALAN
WVNJ, Newark, N. J.
SAXON, JIM
KTRM, Beaumont, Tex.
SCARBOROUGH, LARRY
WMBR, Jacksonville, Fla.
SCHAUGHENCY, EDWIN L.
KDKA, Pittsburgh, Pa.
SCHILLING, FRED
WFOY, St. Augustine, Fla.
SCHIRMER, CARLETON
KFEQ, St. Joseph, Mo.
SCHNEIDER, PHIL
WHAR, Clarksburg, W. Va.
SCHOOCRAFT, BILL
WEAT, Lake Worth, Fla.
SCHOREGGE, CHARLES
KFYR, Bismarck, N. Dak.
SCHWARTZ, IRV
KGDM, Stockton, Calif.
SCOFIELD, DAVID
KFRC, San Francisco, Calif.

SCOTT, FRED E.
B. June 25, 1920, Dayton, O.; The Ted Steele Show, WABD; The Hands of Murder, WABD; Spin The Picture; Front Row Center; Court of Current Issues Bowling Headliners, WABD.

SCOTT, JOHN
WHEB, Portsmouth, N. H.
SCOTT, LESYER
KIT, Yakima, Wash.
SEDLEY, BRUCE
KROW, Oakland, Calif.
SELAH, BILL
KFAB, Omaha, Neb.
SELL, CARL
WBNS-TV, Columbus, O.
SEVERE, HOWARD
WHEC, Rochester, N. Y.
SEWALL, GRANT
KCBQ, San Diego, Calif.
SEWELL, DOUG
KTOW, Oklahoma City, Okla.
SEYMOUR, DAN
Bob Smith Show; We, the People; The Bigelow Show, NBC-TV; The Aldrich Family, NBC.
SHALLENBERGER, DAVE
WARD, Johnstown, Pa.
SHAND, JOHN
WMBG, Richmond, Va.
SHANNON, JIM
KQV, Pittsburgh, Pa.
SHANNON, PAUL V.
KDKA, Pittsburgh, Pa.
SHAW, CHARLES
WOLF, Syracuse, N. Y.
SHAW, STANLEY
WCOP, Boston, Mass.
SHEHEEN, MAC
WACA, Camden, S. C.
SHELA, BILL
KXA, Seattle, Wash.
SHELL, JIM
WROV, Roanoke, Va.
SHELTON, JIM
WIBC, Indianapolis, Ind.
SHELTON, RAY
WLOU, Louisville, Ky.
SHERMAN, BILL
WCRB, Waltham, Mass.
SHERMAN, CLAIRE B., JR.
WJTN, Jamestown, N. Y.
SHERMAN, DEAN
WDGY, Minneapolis, Minn.
SHERMAN, PAUL
WINS, New York, N. Y.
SHIPLEY, BILL
CBS
SHIRLY, TOM
Telephone Hour, NBC.
SIMMONS, DAVE
KIST, Santa Barbara, Calif.
SIMMONS, JIM
KWTO, Springfield, Mo.
SIMS, JAY
Your Hit Parade, NBC.
SIMMS, FRANK A.
KVOO, Tulsa, Okla.
SIMMS, HAL
Strike It Rich, You Are There
CBS
SIMPSON, CARY
WMRN, Marion, O.
SIMPSON, JAMES S.
WOIC, Washington, D. C.
SINDIK, GEORGE
WKRG, Mobile, Ala.
SISSON, FRANK
WOOD, Grand Rapids, Mich.
SKAGGS, SAM
WKYB, Paducah, Ky.
SKELTON, ROGER
KSAN, San Francisco, Calif
SLACK, DEAN
WCCM, Lawrence, Mass.
SLAGLE, JOHN
WXYZ-TV, Detroit, Mich.
SLATE, CHARLIE
WGTM, Wilson, N. C.
SLATER, BILL
WJBO, Baton Rouge, La.
SLATER, BILL
WOR-TV, New York, N. Y.
SLATER, NORVELL
WFAA, Dallas, Tex.
SLOOTMAKER, HOWARD
WLAV-TV, Grand Rapids, Mich.
SMITH, BEN
KRUX, Phoenix, Ariz.
SMITH, BILLY
WSFA, Montgomery, Ala.
SMITH, BOB
WTOB, Winston-Salem, N. C.
SMITH, BURLEIGH
ABC, ABC-TV
SMITH, CY
KRNO, San Bernardino, Calif.
SMITH, DON
WBNS-TV, Columbus, O.
SMITH, HAL
KDLK, Del Rio, Tex.
SMITH, M. D., III
Here & There
WBRC-TV, Birmingham, Ala.
SMITH, SYDNEY
Admiral Broadway Revue; Lights Out, NBC-TV.
SMITH, VERNE
Camel Screen Guild Theatre; The Adventures of Ozzie & Harriet; A Day in the Life of Dennis Day, NBC.
SMITH, WHEELER
KOL, Seattle, Wash.
SMITH, WILLIAM L.
WAMS, Wilmington, Del.
SMITHERMAN, ROSS
WALA, Mobile, Ala.
SNELLGROVE, TOMMY
WBML, Macon, Ga.
SOISSEN, PHIL
WLEU, Erie, Pa.
SORIANNO, JOSEPH
WHBI, Newark, N. J.
SOUTHWICK, ROY
KID, Idaho Falls, Ida.
SPARGROVE, WILLIAM
ABC, ABC-TV
SPAVENTO, CARL J.
WBNY, Buffalo, N. Y.
SPINELLI, MARC
KRON-TV, San Francisco, Calif.
SPIRO, WALTER
WCOV, Montgomery, Ala.
SQUIRES, ALONZO G.
WAYS, Charlotte, N. C.
STAHL, PHILIP
WQXR, New York, N. Y.
STAMPER, GIL
WAIR, Winston-Salem, N. C.
STAMPS, MACK
WHED, Washington, N. C.
STANTON, BOB
Philco Television Playhouse. Mohawk Showroom, NBC-TV.

STARK, RICHARD S.
B Nov. 11, 1911, Grand Rapids, Mich.; Jean Sablon; Pepper Young's Family; Joyce Jordan, M.D.; Portia Faces Life; Hour of Charm; Frank Sinatra; Mystery of The Week; Christopher Wells; Hit The Jackpot, CBS.

STARR, LONNY
B. Apr. 24, 1915, Wilmington, Del.; Professor Quiz, NBC; Vincent Lopez, Dumont-TV; Dinner With Lopez, WNEW; Aldrich Family, NBC - TV; Follow The Leader, WNEW; What's Your Opinion, ABC.

STEAD, LORING
KSOO, Sioux Falls, S. Dak.
STEELE, EARL
WCCO, Minneapolis, Minn.
STEELE, JOHN
KOCY, Oklahoma City, Okla.
STENGER, FRANK
WOKO, Albany, N. Y.
STEPHENS, CLARK
KNAK, Salt Lake City, Utah
STEPHENSON, BOB
Life With Luigi
CBS
STERLING, LUD
WLEE, Richmond, Va.
STERNICK, MICHAEL
WHBI, Newark, N. J.

STEVENS, ALSTON
WITH, Baltimore, Md.
STEVENS, DON
WMUR, Manchester, N. H.
STEVENS, GEORGE
WFAA, Dallas, Tex.
STEWART, CHARLES
KITE, San Antonio, Tex.
STEWART, DON
KBUH, Brigham, Utah
STEWART, HAL
KIDO, Boise, Ida.

STEWART, JAY
B. 1920, Summitville, Ind.; Surprise Package, ABC; Fun To Be Young, CBS; Carnation Family Party, KNX.

STEWART, LEE
KFRM-KMBC, Kansas City, Mo.
STEWART, MURRAY
KSOO, Sioux Falls, S. Dak.
STEWART, ROBERT
WBRY, Waterbury, Conn.
STILLINGER, CLIFF
KTUC, Tucson, Ariz.
STITT, WAYNE
KCKN, Kansas City, Mo.
STOKES, DICK
WGTC, Greenville, N. C.
STOKKE, DICK
KIMA, Yakima, Wash.
STRINGFELLOW, DOUG
KLO, Ogden, Utah
STROSHINE, ROBERT A.
WSPR, Springfield, Mass.
STUART, ALLEN
WMCA, New York, N. Y.
STUART, FRED
WNBW, Washington, D. C.
STUART, MEL
WHAT, Philadelphia, Pa.
STULLER, DONALD M.
WHUN, Huntingdon, Pa.
STURMER, LES
WJPG, Green Bay, Wis.
STUTES, MARION
WFDF, Flint, Mich.
SULLIVAN, CHARLES
WMCT, Memphis, Tenn.
SULLIVAN, DENNIS
WDOS, Oneonta, N. Y.
SULLIVAN, HARRY
WBAC, Cleveland, Tenn.
SUMMERVILLE, RICHARD
WTTH, Port Huron, Mich.
SUNDY, RAY
KRBC, Abilene, Tex.
SUNKEL, CARL E.
WDAN, Danville, Ill.
SURRATT, JOHNNY
WGIV, Charlotte, N. C.
SUTHERLAND, LLOYD
KBKO, Portland, Ore.
SUTTON, S. SCOTT
WGGG, Gainesville, Fla.
SVEHLA, WALT
WQAM, Miami, Fla.
SWAN, BOB
WMTW, Portland, Me.
SWANSON, BOYD
KOL, Seattle, Wash.
SWANSON, DICK
WCOG, Greensboro, N. C.
SWANWICK, BILL
WALL, Middletown, N. Y.
SWEENEY, BROOKS
WCAW, Charleston, W. Va.
SWEENEY, WARREN
The Pet Milk Show; The Bob Crosby Show, NBC.
SWENSON, CHARLES H.
KWAT, Watertown, S. D.
SZMYD, EMIL
WIKY, Evansville, Ind.

—T—

TACY, ED
WGAC, Augusta, Ga.
TAFOYA, HERMAN
KGGM, Albuquerque, N. Mex.
TAMBLYN, BOB
WCSC, Charleston, S. C.
TANELLI, RO
WCAV, Norfolk, Va.
TARKINSON, CHARLES
WLAW, Lawrence, Mass.
TATE, ART
WSRS, Cleveland, O.
TATE, JIM
WGNS, Murfreesboro, Tenn.
TAUSCH, DON
KTBB, Tyler, Tex.
TAYLOR, JOHN
WTOM, Bloomington, Ind.
TAYLOR, LEE
WMIE, Miami, Fla.
TAYLOR, PAUL
KFRM-KMBC, Kansas City, Mo.
TAYLOR, TED
WFDF, Flint, Mich.
TAYLOR, TOM
WMBD, Peoria, Ill.
TEAGUE, B. F.
KWHI, Brenham, Tex.
TEAS, WALTER, JR.
KVOO, Tulsa, Okla.
TELLER, RICHARD
WSIR, Winter Haven, Fla.
TEMPLETON, JOE
KWHN, Fort Smith, Ark.
TERRELL, JIM
KARK, Little Rock, Ark.
TERRY, CHEM
WBAP-TV, Fort Worth, Tex.
TERRY, HUB
WDUN, Gainesville, Ga.
TERRY, RICK
WEBC, Duluth, Minn.
TERRY, WILLIAM R.
WAGA-TV, Atlanta, Ga.
TESCH, BUDD
WBEN, Buffalo, N. Y.
TETRAULT, ERNIE
WTRY, Troy, N. Y.
THALL, BILL
WLW-T, Cincinnati, O.
THIBEAULT, JOSEPH
WEAN, Providence, R. I.
THOMAS, AL
WAGC, Chattanooga, Tenn.
THOMAS, E. W.
KREM, Spokane, Wash.
THOMAS, FRANK
KTFS, Texarkana, Tex.
THOMAS, GLEN
WJEJ, Hagerstown, Md.
THOMAS, GORDON
WTMJ, Milwaukee, Wis.
THOMAS, KYLE
KWKW, Pasadena, Calif.
THOMAS, MATT
Remember
WMAR-TV, Baltimore, Md.
THOMAS, PETER A.
WMC, Memphis, Tenn.
THOMAS, PETER A.
WMCT, Memphis, Tenn.
THOMAS, RAY
WHAN, Charleston, S. C.
THOMAS, RIC
WARM, Scranton, Pa.
THOMAS, ROBB
WJPG, Green Bay, Wis.
THOMPSON, JERRY
WLOX, Biloxi-Gulfport, Miss.
THOMPSON, JIM
KQV, Pittsburgh, Pa.
THOMPSON, JIM
WJJL, Niagara Falls, N. Y.
THOMPSON, RICHARD
WMOU, Berlin, N. H.
THOMPSON, TED
WEAR, Pensacola, Fla.
THOMS, EARL
KXA, Seattle, Wash.
THORNTON, CLARKE
WTTG, Washington, D. C.
THORNTON, HARVEY
WAGC, Chattanooga, Tenn.
THUESON, DEAN
KLO, Ogden, Utah
TICE, OLIN
Trinity Choir, Ted Steele (TV) CBS
TIGHE, RONNIE
WJAG, Norfolk, Nebr.
TILLERY, WILLIAM
WINN, Louisville, Ky.
TINNEY, LEW
WGLN, Glens Falls, N. Y.
TOBY, CLIFF
WSKI, Montpelier, Vt.
TODD, HOMER U.
WCBM, Baltimore, Md.
TOMLINSON, GEORGE
KFDM, Beaumont, Tex.
TONG, GENE
WFHR, Wisconsin Rapids, Wis.
TORRISI, TOM
WJSW, Altoona, Pa.
TOUHY, JACK
WWNH, Rochester, N. H.
TOWNE, GORDON
WORZ, Orlando, Fla.
TOWNSEND, CHET
WCAW, Charleston, W. Va.
TOWNSEND, DUDLEY
WDBJ, Roanoke, Va.
TRAMMELL, LAMAR
WAGF, Dothan, Ala.
TRANTER, CHARLES
WNAE, Warren, Pa.
TRANUM, CHUCK
WABD, New York, N. Y.
TRAP, ROBERT
WGRD, Grand Rapids, Mich.
TRAVIS, BILL
WTUX, Wilmington, Del.
TRAVIS, JOE
WALL, Middletown, N. Y.
TREXLER, LARRY
WMPS, Memphis, Tenn.
TRIBLEY, HANK
WGTC, Greenville, N. C.
TRIGG, JACK
KCMC, Texarkana, Tex.
TRONER, BOB
WHTN, Huntington, W. Va.
TRONTWINE, JAMES
WSPD-TV, Toledo, O.
TROOBNICK, EUGENE
WGBB, Freeport, N. Y.
TROUT, LARRY
KBIX, Muskogee, Okla.
TRUSSELL, CHARLES
WNOW, York, Pa.
TUCK, RICHARD
KLRA, Little Rock, Ark.
TUCKER, DONALD
WARL, Arlington, Va.
TUCKER, DUANE
WIBA, Madison, Wis.
TUCKER, FRANK
WCOV, Montgomery, Ala.
TUCKER, JOE
WGLS, Decatur, Ga.
TUCKER, TED
KTTS, Springfield, Mo.
TUCKER, TOMMY
WPDQ, Jacksonville, Fla.
TUFELD, RICHARD
ABC, ABC-TV
TUFTS, PETE
KTUC, Tucson, Ariz.

TUPPER, HOWARD
WGY, Schenectady, N. Y.
TURNBULL, B. MURRAY
WMSA, Massena, N. Y.
TURNER, DEAN
KGGF, Coffeyville, Kans.
TURNER, GRANT
Grand Ole Opry, NBC.
TURNER, JAMES O.
WOPI, Bristol, Tenn.
TURNER, RALPH
KMPC, Los Angeles, Calif.
TURNER, RAY
WSAP, Portsmouth-Norfolk, Va.
TUTT, BOB
KSFO, San Francisco, Calif.
TYROL, BOB
WTIC, Hartford, Conn.

—U—

ULBRICH, RAY
WDMJ, Marquette, Mich.
ULMER, JAMES
WMOA, Marietta, O.
UMBACH, BOB
WJLD, Bessemer, Ala.
UNDERWOOD, DON
WDSR, Lake City, Fla.
UNDERWOOD, TOMMY
WOOF, Dothan, Ala.
UNGER, JOSEPH
KWPC, Muscatine, Ia.
UPTON, PHILLIP
WMOU, Berlin, N. H.
UPTON, REED
WFNC, Fayettesville, N. C.
URBAN, JOHN
WWNY, Watertown, N. Y.
URBAN, WILLIAM
WASA, Havre de Grace, Md.
UTTEL, FRED
Martine Kane, Private Eye, NBC-TV.

—V—

VACCA, JOHN
KOSA, Odessa, Tex.
VAILLANCOURT, GENE
WLLH, Lowell-Lawrence, Mass.
VALLE, DAN
WFAS, White Plains, N. Y.
VANCE, JOHN
WJBF, Augusta, Ga.
VAN HAAFTEN, C.
KOD-TV, Albuquerque, N. Mex.
VAN KLEEK, BOB
WOLF, Syracuse, N. Y.
VANN, FRANK
WTAR, Norfolk, Va.
VanVELZER, DON KEITH
KUJ, Walla Walla, Wash.
VARNUM, GEORGE
WPIT, Pittsburgh, Pa.
VASEN, WARREN
WOC, Davenport, Ia.
VENELL, BILL
WHO, Des Moines, Ia.
VESSEL, BOB
WMTR, Morristown, N. J.
VESTRO, AL
WATR, Waterbury, Conn.
VICKERS, LEE
WTOP, Washington, D. C.
VIEHMAN, ED
WCCO, Minneapolis, Minn.
VIGDER, FREDDIE
WBAY, Green Bay, Wis.
VIKEN, HOWARD
WEBC, Duluth, Minn.
VINCENT, DEE
KSWO, Lawton, Okla.
VINES, LEE
Have You Forgotten, Vaughn Monroe Show, County Fair CBS
VINSON, AL
KLTI, Longview, Tex.
VINSON, JIMMY
WBML, Macon, Ga.
VOGEL, ART
KRNT, Des Moines, Ia.
VOGT, KEN
WMIL, Milwaukee, Wis.
VON HAGEL, PAUL
WOPL, Bristol, Tenn.
VON LEUWEN, KARL
KRIC, Beaumont, Tex.
VOSBURGH, RICHARD
WENE, Binghamton-Endicott, N. Y.

—W—

WACKER, PHIL
KGA, Spokane, Wash.
WADDELL, JOHN
WMBH, Joplin, Mo.
WADE, JESS
KTTS, Springfield, Mo.
WAGNER, JACK
KMJ, Fresno, Calif.
WAGNER, R. W.
WIBV, Belleville, Ill.
WAGNER, ROBERT
WBNS, Columbus, O.
WAITE, DAVE
WFOR, Hattiesburg, Miss.
WALDECKER, FRANK
The Admiral Broadway Review, NBC-TV.
WALDIE, ALAN
WTAW, College Station, Tex.
WALES, DALLAS
KNOW, Monroe, La.
WALKER, AL
WCAW, Charleston, W. Va.
WALKER, BOBBY
WJPF, Herrin, Ill.
WALKER, HAL
WMAW, Milwaukee, Wis.
WALKER, ROGER
WMTW, Portland, Me.
WALKER, WILLIAM E.
WROL, Knoxville, Tenn.
WALL, WOODSON, JR.
WRBC, Jackson, Miss.
WALLACE, MYRON
Curtain Time, NBC.
WALLACE, NEAL
KFBC, Cheyenne, Wyo.
WALLER, ARTHUR
WLOS, Asheville, N. C.
WALLINGTON, JIMMY
Carnation Contented Hour; Screen Directors Playhouse; Life of Riley, NBC.
WALRATH, GLEN E.
WPTR, Albany, N. Y.
WALROD, TRUMAN
KIOA, Des Moines, Ia.
WALSH, BILL
KOPO, Tucson, Ariz.
WALSTRUM, HARRY
ABC, ABC-TV
WALTERS, LEE
WENR, Chicago, Ill.
WALTERS, STAN
WAML, Laurel, Miss.
WALTMAN, LaVELL
WAVE-TV, Louisville, Ky.
WALTON, SIDNEY
(See News Commentators)
WANKE, HUGH
WITH, Baltimore, Md.
WARD, DON
WENR-TV, Chicago, Ill.
WARD, ERNEST
WKNY, Kingston, N. Y.
WARD, JIM
WBAX, Wilkes-Barre, Pa.
WARE, JACK
KCRG, Cedar Rapids, Ia.
WARNER, CARL
WJJD, Chicago, Ill.
WARNER, NEWELL
WCBM, Baltimore, Md.
WARREN, BACIL B.
KVOA, Tucson, Ariz.
WARREN, HARRY
KUTA, Salt Lake City, Utah
WARREN, JERRY
WJMJ, Philadelphia, Pa.
WARREN, MATTHEW
WEAM, Arlington, Va.
WARREN, PAUL
WPWA, Chester, Pa.
WASHBURN, SHERMAN
KEX, Portland, Ore.
WASHBURN, TERRY
WKMH, Dearborn, Mich.
WATERS, WILLIAM B.
WEAR, Pensacola, Fla.
WATSON, ROBERT
KOB, Albuquerque, N. Mex.
WATTS, BARRY
KRES, St. Joseph, Mo.
WAY, BOB
WIBB, Macon, Ga.
WEAVER, JOE
WTOD, Toledo, O.
WEAVER, RICHARD R.
KROD, El Paso, Tex.
WEAVER, TED
WFAU, Augusta, Me.
WEBB, HARRY
WBEN, Buffalo, N. Y.
WEBBER, GLENN
WJPS, Evansville, Ind.
WEBER, FRED
WFIL, Philadelphia, Pa.
WEBSTER, JAMES
WCUM, Cumberland, Md.
WEEKS, JOE
CBS
WEEKS, RICHARD
KMO, Tacoma, Wash.
WEIGEL, JOHN
Meet the Meeks, NBC.
WEIGLE, FRANN
WAIT, Chicago, Ill.
WEIL, AUBREY
KENO, Las Vegas, Nev.
WEISS, JEROME
WJMJ, Philadelphia, Pa.
WEIST, DWIGHT
Big Town, NBC.
WELCH, JACK
WJPA, Washington, Pa.
WELCH, JOE
WSAR, Fall River, Mass.
WELCH, PAT
KOME, Tulsa, Okla.
WELDON, JIMMY
KCNC, Fort Worth, Tex.
WELKER, STIRLING
KOWH, Omaha, Neb.
WELLER, ROSS
WHAM, Rochester, N. Y.
WELLES, JACQUES
WITH, Baltimore, Md.
WELLINGTON, JOHN
WLBZ, Bangor, Me.
WELLS, GEORGE
WKAN, Kankakee, Ill.
WELLS, JACK
KFAB, Omaha, Neb.
WEST, KELLY
KFDA, Amarillo, Tex.
WESTERGARD, ART
KSWI, Council Bluffs, Ia.

WHEELER, BILL
WINR, Binghamton, N. Y.
WHEELER, DAN
KXOA, Sacramento, Calif.
WHEELER, DWIGHT
WFAU, Augusta, Me.
WHEELER, TONY
WARC, Rochester, N. Y.
WHITE, BOB
WPAG, Ann Arbor, Mich
WHITE, DON
KIT, Yakima, Wash
WHITE, FRED
KYNO, Fresno, Calif.
WHITE, PAT
KTBS, Shreveport, La.
WHITE, WILLIAM
WGBI, Scranton, Pa.
WHITIS, EDWIN
WBAP, Fort Worth, Tex.
WHITNEY, DENNY
KSGN, Sanger, Calif.
WHITTAKER, ED
WNBF, Binghamton, N. Y.
WHITTEN, BOB
KIXL, Dallas, Tex.
WICKERSHAM, HARRY
KSAN, San Francisco, Calif.
WILCOX, HARLOW
Fibber McGee and Molly; Truth or Consequences, Johnson's Wax Program Starring the King's Men.
WILCOX, PAUL
WHRV, Ann Arbor, Mich.
WILKINS, PAT
KELP, El Paso, Tex.
WILLIAMS, ALLEN
WMCA, New York, N. Y.
WILLIAMS, BILL
WILK, Wilkes-Barre, Pa.
WILLIAMS, BILL
WMFD, Wilmington, N. C.
WILLIAMS, CHUG
WDXB, Chattanooga, Tenn.
WILLIAMS, FRED
WABZ, Albermarle, N. C.
WILLIAMS, GENE
KXOB, Stockton, Calif.
WILLIAMS, GUY
WLAT, Conway, S. C.
WILLIAMS, HARRY
WMDN, Midland, Mich.
WILLIAMS, KEN
ABC
WILLIAMS, TOMMY
WVOT, Wilson, N. C.
WILLIAMS, WALLY
WCOG, Greensboro, N. C.
WILLIAMSON, BRUCE
WHIM, Providence, R. I.
WILLIAMSON, GORDON
WTTG, Washington, D. C.
WILLIAMSON, WARREN
KSON, San Diego, Calif.
WILLING, SEYMOUR
KENO, Las Vegas, Nev.
WILLIS, JOHN
KTMS, Santa Barbara, Calif.
WILLS, JOE
KXOL, Ft. Worth, Tex.
WILLSON, COLMAN
KFMB, San Diego, Calif.
WILSON, BERT
WIND, Chicago, Ill.
WILSON, BILL
WDOD, Chattanooga, Tenn.
WILSON, BOB
KWKW, Pasadena, Calif.
WILSON, DAVE
WIRL, Peoria, Ill.
WILSON, DON
Date with Judy; Me and Janie Starring George O'Hanlon; Fanny Brice—Baby Snooks Show; Light Up Time, NBC.
WILSON, EARL
WLBH, Mattoon, Ill.
WILSON, FRANK
KEEN, San Jose, Calif.
WILSON, GLENN
WCCM, Lawrence, Mass.
WILSON, GLENN
WIRE, Indianapolis, Ind.
WILSON, GLENN
WPAR, Parkersburg, W. Va.
WILSON, HOWARD
WKAI, Macomb, Ill.
WILSON, JOHN
WFTC, Kinston, N. C.
WILSON, KEN
WGST, Atlanta, Ga.
WILSON, RAY
KSBW, Salinas, Calif.
WILSON, RAY
WQQW, Washington, D. C.
WILSON, THOMAS W.
KCTI, Gonzales, Tex.
WILSON, WALTER
WHOP, Hopkinsville, Ky.
WINDHAM, JOE
WCBI, Columbus, Miss.
WINN, BERT
KYA, San Francisco, Calif.
WINN, PETER
WDSR, Lake City, Fla.
WINNE, BILL
WTAG, Worcester, Mass.
WINTERS, GREGG
KNAF, Fredericksburg, Tex.
WISE, EDDIE
WEBQ, Harirsburg, Ill.
WISEMAN, HARRY
WSLS, Roanoke, Va.
WITT, AL
KEIO, Pocatello, Ida.
WIZIARDE, FRANK
WHB, Kansas City, Mo.
WOLF, ROGER
WDSU, New Orleans, La.
WOLFARD, BILL
WFAA, Dallas, Tex.
WOLFE, C. W.
WNDB, Daytona Beach, Fla.
WOLFE, JACK
WBYS, Canton, Ill.
WOLFE, ROLAND
WCOA, Pensacola, Fla.
WOLOSON, MIKE
WSCR, Scranton, Pa.
WOMACK, GEORGE
KLTI, Longview, Tex.
WOOD, BILL
KODY, North Platte, Neb.
WOOD, C. F., JR.
WEGO, Concord, N. C.
WOOD, EDGAR
WCAE, Pittsburgh, Pa.
WOOD, TRENT
WMC, Memphis, Tenn.
WOODARD, HOWARD E .
WSAI, Cincinnati, O.
WOODS, CHARLES W.
Robert Montgomery, ABC
WOODS, DALE
KNEB, Scottsbluff, Nebr.
WOODS, JIMMY
WDAR, Savannah, Ga.
WORKHOVEN, MERRILL
WOW, Omaha, Neb.
WORTENDYKE, BOB
WROW, Albany, N. Y.
WORTHY, JOSEPH
WMIE, Miami, Fla.
WREN, EVERETT E.
KTLN, Denver, Colo.
WRIGHT, DICK
WDEM, Providence, R. I.
WRIGHT, DOUG
WWJ-TV, Detroit, Mich.
WRIGHT, HOLLY
WRC, Washington, D. C.
WRIGHT, TOM
WRAL, Raleigh, N. C.
WYGANT, PHIL
WBAP-TV, Fort Worth, Tex
WYLIE, PAUL
KSBW, Salinas, Calif.
WYMER, JACK
WING, Dayton, O.
WYNNE, DICK
Hollywood Calling, NBC.
WYNNE, JAMES
WAIR, Winston-Salem, N. C

—Y—

YACKEY, CARL
KYOS, Merced, Calif.
YATES, JOHN
KXLW, St. Louis, Mo.
YEAGER, JACK
KGFW, Kearney, Nebr.
YEAGER, RAY
KROW, Oakland, Calif.
YEAROUT, BILL
WREN, Topeka, Kans.
YELLAND, E. STARR
KOA, Denver, Colo.
YESSEN, DICK
WMCK, McKeesport, Pa.
YORK, BILL
KGLC, Miami, Okla.
YORK, JOHN P.
KGKB, Tyler, Tex.
YORKE, JOE
WPAM, Pottsville, Pa.
YOUNG, ALMOS
WCMA, Corinth, Miss.
YOUNG, JOHN
WTCJ, Tell City, Ind.
YOUNG, O. C.
WHIS, Bluefield, W. Va.
YOUNG, PRESTON
WHLF, South Boston, Va.
YOUNG, ROBERT B.
KOA, Denver, Colo.
YOUNGBLOOD, JIMMY
WPAD, Paducah, Ky.
YOUNGMAN, JAMES
WESA, Charleroi, Pa.
YOUNT, CHUCK
WKBV, Richmond, Ind.
YOWELL, JOE
KTXL, San Angelo, Tex.
YUKMAN, FRANK
WADC, Akron, O.

—Z—

ZACHARY, HUGH
WDUK, Durham, N. C.
ZAK, WILLIAM J., JR.
KORA, Bryan, Tex.
ZEIGIN, JACK
WING, Dayton, O.
ZELL, LUBO
WKOP, Binghamton, N. Y.
ZENT, M. D.
KSWS, Roswell, N. Mex.
ZERO, LOU
WIKK, Erie, Pa.
ZIEGLER, RICHARD
WEIM, Fitchburg, Mass.
ZIMMERMAN, AL
KWRC, Pendleton, Ore.
ZIMMERMAN, DAVE
WWJ, Detroit, Mich.
ZIMMERMAN, HARRY
KEYD, Minneapolis, Minn.
ZIMMERMAN, PAUL E.
WMVA, Martinsville, Va.
ZIPPAY, AL
KVOW, Littlefield, Tex.
ZUCCARO, BERNARD
WIBR, Baton Rouge, La.
ZUNDEL, DONOVAN
KPDQ, Portland, Ore.

Backstage

people in network radio-TV production—1949

—A—

ALLEN, GEORGE W.
B. May 10, 1899, Spokane, Wash.: The Whistler, Your Stand-in, Meet the Missus, Free For All, CBS.

ALLEY, PAUL
B. 1905, Hampton, Va.

—B—

BAGSELL, KEN
KLEE-TV, Houston, Tex.
BAKER, RUSS
WOW-TV, Omaha, Nebr.
BARKER, JOHN
WNBK, Cleveland, O.
BEASLEY, IRENE
(See Vocal Artists)
BEAUMONT, AL
WTMJ-YV, Milwaukee, Wis.
BERNS, LARRY
CBS
BERNS, SEYMOUR
ABC-TV
BLACKWELL, BURT
WAVE-TV, Louisville, Ky.
BLAIR, JAMES
WOIC, Washington, D. C.
BLUM, ROBERT
WNBW, Washington, D. C.
BOWER, ROGER
WOR-TV, New York, N. Y.
BOYD, MAL
ABC
BRESLIN, JAMES
WEWS, Cleveland, O.
BROWN, MENDE
WOR-TV, New York, N. Y.

—C—

CAHAN, GEORGE M.
B. May 24, 1919, Philadelphia, Pa.; The Ruggles, Oboler's Comedy Theatre, Hollywood House, The Three Stooges, Man Rosa, Amazing Mr. Malone, ABC-TV.
CAPSTAFF, ALBERT
Bob Hope, NBC.
CARNEY, JACK
ABC-TV, CBS
CHRISTENSEN, CHARLES
WNBW, Washington, D. C.
CHYKA, GEORGE
KOTV, Tulsa, Okla.
CLARK, JOHN L.
Famous Jury Trials, DuMont
CLEMMER, RICHARD W.
NBC-TV
CONSTANT, A. H.
KRON - TV, San Francisco, Calif.
COOK, DONALD
WGN-TV, Chicago, Ill.
COOPER, FRANK
ABC
COPE, BETTY
WEWS, Cleveland, O.
CORNELL, SYDNEY D.
WKRC,-TV, Cincinnati, O.
CRAFTON, PATRICK
KRON - TV, San Francisco, Calif.
CRANDALL, BRAD
WSB,TV, Atlanta, Ga.
CROSBY, JOHN
WHAM-TV, Rochester, N. Y.
CURRIE, ROBERT
WFMY-TV, Greensboro, N. C.

—D—

DAHLMAN, LOUIS J.
B. April 2, 1917, New York, N. Y.; City at Midnight, WNBT-TV, Tropic Holiday, WNBT-TV; Telefinds of '49, WCBS-TV; Nick Kenny Show, WJZ-TV; Birthday Party, DuMont-TV; Doorway To Fame, DuMont-TV.
DANIEL, OLIVER
N. Y. Philharmonic Symphony. CBS
DAVIDOW, MARVIN
WFIL-TV, Philadelphia, Pa.
DAWES, ASHLEY
WBNS-TV, Columbus, O.
DEKER, LEO
WBNS-TV, Columbus, O.
DIETZ, JOHN
CBS
DORRITY, ED
WDSU-TV, New Orleans, La.
DOUGLAS, MILTON
Cavalcade Of Stars, DuMont
DOYLE, ROBERT C.
ABC-TV

—E—

ELLIS, ELMO
WSB-TV, Atlanta, Ga.
ENION, A. B.
WHEN, Syracuse, N. Y.

—F—

FAIR, JIM
WCPO-TV, Cincinnati, O.
GARAGHAN, JAY E.
WGN-TV, Chicago, Ill.
FARRAR, ANTHONY
WAAM, Baltimore, Md.
FASSETT, JAMES
CBS
FELTON, NORMAN
WNBQ, Chicago, Ill.
FERGUSON, JAMES
WLW-T, Cincinnati, O.
FISHER, MAGGY
ABC
FLOWER, JOHN
WMCT, Memphis, Tenn.
FORD, THOMAS I.
Uncle Jake's House
WEWS, Cleveland, O.
FOX, D. L.
WHEN, Syracuse, N. Y.
FREEBORN, CARLYLE W.
WNBK, Cleveland, O.
FULLER, SAM
Jack Carson, CBS

—G—

GANZ, WILLIAM J.
B. 1894.
GARRISON, GREG
WENR-TV, Chicago, Ill.
GOGGIN, RICHARD
ABC-TV
GOODWIN, SID
ABC
GORDON, WILLIAM
KTSL, Hollywood, Calif.
GOSCH, MARTIN
WCBS, New York, N. Y.
GOTTLIEB, LESTER
GRAFF, E. JONNY
WBKB, Chicago, Ill.
GRAMMAR, BOB
WBAP-TV, Fort Worth, Tex
GREANEY, ED
WMCT, Memphis, Tenn.

—H—

HALDI, JOHN
WBNS-TV, Columbus, O.
HALL, LEE
WNHC-TV, New Haven, Conn
HALLACK, VANCE
WNBW, Washington, D. C.
HANDLEY, ALAN
WNBT, New York, N. Y.
HAUSER, DWIGHT
ABC
HEADLEY, SHERMAN
WTCN-TV, Minneapolis, Minn
HENLEY, ARTHUR
(See Writers)
HILL, JAMES
WLW-T, Cincinnati, O.
HINE, DONALD M.
KTSL, Hollywood, Calif.
HOLOWCHAK, EUGENE
WWJ-TV, Detroit, Mich.
HORTON, HERB
WFIL-TV, Philadelphia, Pa.
HOWARD, CY
B. 1916, Wis., My Friend Irma; Life With Luigi, KNX-CBS.

—J—

JACKSON, DICK
WAVE-TV, Louisville, Ky.
JACOBER, WARREN
WBEN-TV, Buffalo, N. Y.
JENNINGS, ROBERT C.
ABC
JOHNSON, BILLY
WLWD, Dayton, O.
JOHNSON, WILLIAM
ABC

—K—

KANE, DENNIS
WAAM, Baltimore, Md.
KELLER, FRED
WBEN-TV, Buffalo, N. Y.
KENT, RIKEL
WLW-T, Cincinnati, O.
KEVER, BONNIE
KRON - TV, San Francisco, Calif.
KIBBEY, HUGH L.
WFBM-TV, Indianapolis, Ind.
KOSTE, WILLIAM
WWJ-TV, Detroit, Mich.

—L—

LANDIS, JOE
KLAC-TV, Hollywood, Calif.

LEHMAN, ROBERT A.
B. Dec. 30, 1918, Tacoma, Wash.; Command Performance (prod.-dir.), AFRS; Make Believe Town (W), CBS; Whistler (W), CBS; Tell It Again (W), CBS; KTSL (Don Lee TV).

LEVY, RALPH
(See Directors)

LEWIS, COLBY
WMTV, Milwaukee, Wis.

LIGHTMAN, HERB
KOTV, Tulsa, Okla.

LOWE, JOE
KLAC-TV, Hollywood, Calif.

LUKAS, ERNEST
WGN-TV, Chicago, Ill.

LUPPINO, NICHOLAS
WICU, Erie, Pa.

LURIE, AL
WBAP-TV, Fort Worth, Tex.

—Mc—

MacDONNELL, NORMAN
Suspense, CBS

MacLAREN, IVOR
WTCN-TV, Minneapolis, Minn.

McKEE, BURTT, JR.
WAFM-TV, Birmingham, Ala.

McLEOD, VICTOR
B. Aug. 2, 1906, Nampa, Ida.; Admiral Welcome Aboard, NBC; Believe It Or Not, Ripley, NBC; Chevrolet Teletheater, NBC-TV; Saturday Night Jamboree, NBC-TV; NBC Summer Playhouse, NBC-TV; Ballet Theater, NBC-TV.

McMURRY, JAMES S.
WOIC, Washington, D. C.

—M—

MACK, NILA
Let's Pretend, CBS

MANSFIELD, IRVING
This Is Show Business, CBS

MANSON, KENNETH
ABC

MARR, GEORGE
WTMJ-TV, Milwaukee, Wis.

MARVIN, EARL Z.
KBTV, Dallas, Tex.

MEEKS, DON
WCPO-TV, Cincinnati, O.

MICHEL, WERNER
Documentary Unit, CBS

MINER, WORTHINGTON
WCBS-TV, New York, N. Y.

MORRIS, FRANK
ABC

MULCAHY, RICHARD
ABC

MUNROE, PAUL C.
B. April 24, 1910, Portland, Me.; 54th St. Revue, Dr. I. Magination, Actors Studio, Winner Take All, Paul Arnold, Sugar Hill Times, CBS-TV.

MURRAY, KEN A.
B. July 14, 1903, New York, N. Y.; The Ken Murray Show for Anheuser-Busch, CBS.

—N—

NOTTINGHAM, GUY
WBAL-TV, Baltimore, Md.

—O—

O'HALLAREN, BILL
WOW-TV, Omaha, Nebr.

OXFORD, RONALD C.
KATV, Tulsa, Okla.

—P—

PALMER, GEORGE
WKRC-TV, Cincinnati, O.

PATTON, PHIL
WENR-TV, CShicago, Ill.

PETERSON, ARTHUR
NBC-TV

PETRIE, DAN
WOW-TV, Omaha, Nebr.

PIKE, LANNY
WJBK-TV, Detroit, Mich.

POTTASCH, ALLAN
KBTV, Dallas, Tex.

—Q—

QUINN, MEL
WBAL-TV, Baltimore, Md.

—R—

RANALLO, CHARLES
WNBK, Cleveland, O.

REICH, ED
KMTV, Omaha, Nebr.

REULEAUX, WALTER
WFBM-TV, Indianapolis, Ind.

RICH, RAY
WDSU-TV, New Orleans, La.

RITTER, ROBERT
WWJ-TV, Detroit, Mich.

ROBB, WILLIAM
KEYL, San Antonio, Tex.

ROBERTS, PAUL
WFBM-TV, Indianapolis, Ind.

ROBERTSON, LAWRENCE
ABC

ROBSON, WILLIAM N.
Escape, CBS

ROLAND, WILL
Arthur Godfrey Show, CBS

ROSE, RALPH
CBS

ROSS, BERNARD
WBEN-TV, Buffalo, N. Y.

ROSS, DON
ABC, ABC-TV

ROUNTREE, MARTHA
Meet The Press
NBC-TV

ROWLAND, FRANK
WLW-D, Dayton, O.

RUICK, MELVILLE H.
ABC

RYAN, BERNARD
WHAM-TV, Rochester, N. Y.

RYDSTROM, JANE
WAAM, Baltimore, Md.

—S—

SCHWARTZ, ARTHUR
WCBS, New York, N. Y.

SCOTT, ED
WTCN-TV, Minneapolis, Minn.

SCOTT, JAY
WMCT, Memphis, Tenn.

SHIMP, BERT
WSAZ-TV, Huntington, W. Va.

SKOTCH, ED
WENR-TV, Chicago, Ill.

SLADE, J. M.
WHEN, Syracuse, N. Y.

SMITH, DOROTHY B.
KOD-TV, Albuquerque, N. Mex.

STONE, EZRA
NBC-TV

STONE, MARTIN
ABC

SWOPE, HERBERT B., JR.
Band of America, Broadway Spotlight, Black Robe, NBC.

—T—

THOMPSON, HARLAN
B. Sept. 24, 1899, Hanibelle, Mo.; The Ed Wynn Show, CBS-TV.

THOMPSON, JOSEPH A.
B. Feb. 25, 1909, San Francisco, Calif.; TV Commercials, Sears, in Los Angeles, Chicago, Detroit, Cleveland.

TOLL, TED
ABC

TRAYHERN, JAMES
WHAM-TV, Rochester, N. Y.

—U—

ULLRICH, JOHN
WFIL-TV, Philadelphia, Pa.

—V—

VANDIVEER, JAMES
ABC-TV

VAN HAAFTEN, C.
KOD-TV, Albuquerque.

VAN HARTESVELT, FRANCIS
B. July 2, 1911, Grand Rapids, Mich.; Great Gildersleeve, NBC; Junior Miss, CBS; King's Men Show, NBC; How Wrong Can You See, TV.

VAUGHN, CHARLES
WLW-D, Dayton, O.

VINCENT, CHICK
(See Directors).

—W—

WALKER, ELBERT
KTSL, Hollywood, Calif.

WALTON, MORT
WJBK-TV, Detroit, Mich.

WAYNE, DON
WHIO-TV, Dayton, O.

WEEDIN, HARFIELD
ABC

WEIDENAAR, CLAIR
ABC

WERRENRATH, REINALD
WNBQ, Chicago, Ill.

WHITING, JUDSON L.
WOIC, Washington, D. C.

WILLIAMS, KEITH
WAFM-TV, Birmingham, Ala.

WINCKLER, CARLTON E.
B. Jan. 20, 1908, Jersey City, N. J.

WITHERBEE, WALTER K.
WAVE-TV, Louisville, Ky.

WOLFE, ED
The O'Neils, DuMont

WOOD, BARRY
B. Feb. 12, 1910, Conn.; 54th St. Revue, Esso Xmas Revue, Hotpoint Holiday Hour, Carmen (assoc. prod.), Kirby Stone Show, Paul Arnold, Ted Steele, Jean Bargey, CBS-TV.

WOODS, DICK
WCPO-TV, Cincinnati, O.

WOOLLEN, RICHARD
ABC

WORMSER, JACK
ABC

WYATT, JERRY
WBAL-TV, Baltimore, Md.

—Z—

ZIRATO, BRUNO, JR.
Sing It Again, CBS

Radio-TV Directors

—and their work during 1949

—A—

ADAMS, WENDELL
Vaughn Monroe Show
CBS

ALLEN, CRAIG
Leave It To The Girls
NBC-TV

ALLEN, HOYT
Portia Faces Life
NBC

AMES, LOUIS
Song Parade
WPIX

ANDREWS, CARL
Famous Jury Trials; The Fat Man; Casebook of Gregory Hood, ABC.

ANDREWS, CLARK
Starring Boris Karloff, The Fat Man, ABC

ANDREWS, MARTIN
My True Story, The Casebook of Gregory Hood, ABC

ARKUS, AL
Here's Heidy, MBS

ASHLEY, IRA
Grand Central Station
CBS

—B—

BABB, JOHN
Author Meets the Critics, The Herb Sheldon Show, Roger Dann Show, Melody Corner, ABC

BECKER, DON
Life Can Be Beautiful
NBC

BENNETT, TOM
The Fred Waring Show
NBC

BERNS, LARRY
Our Miss Brooks, Lum And Abner, CBS

BERNS, SEYMOUR
ABC-TV

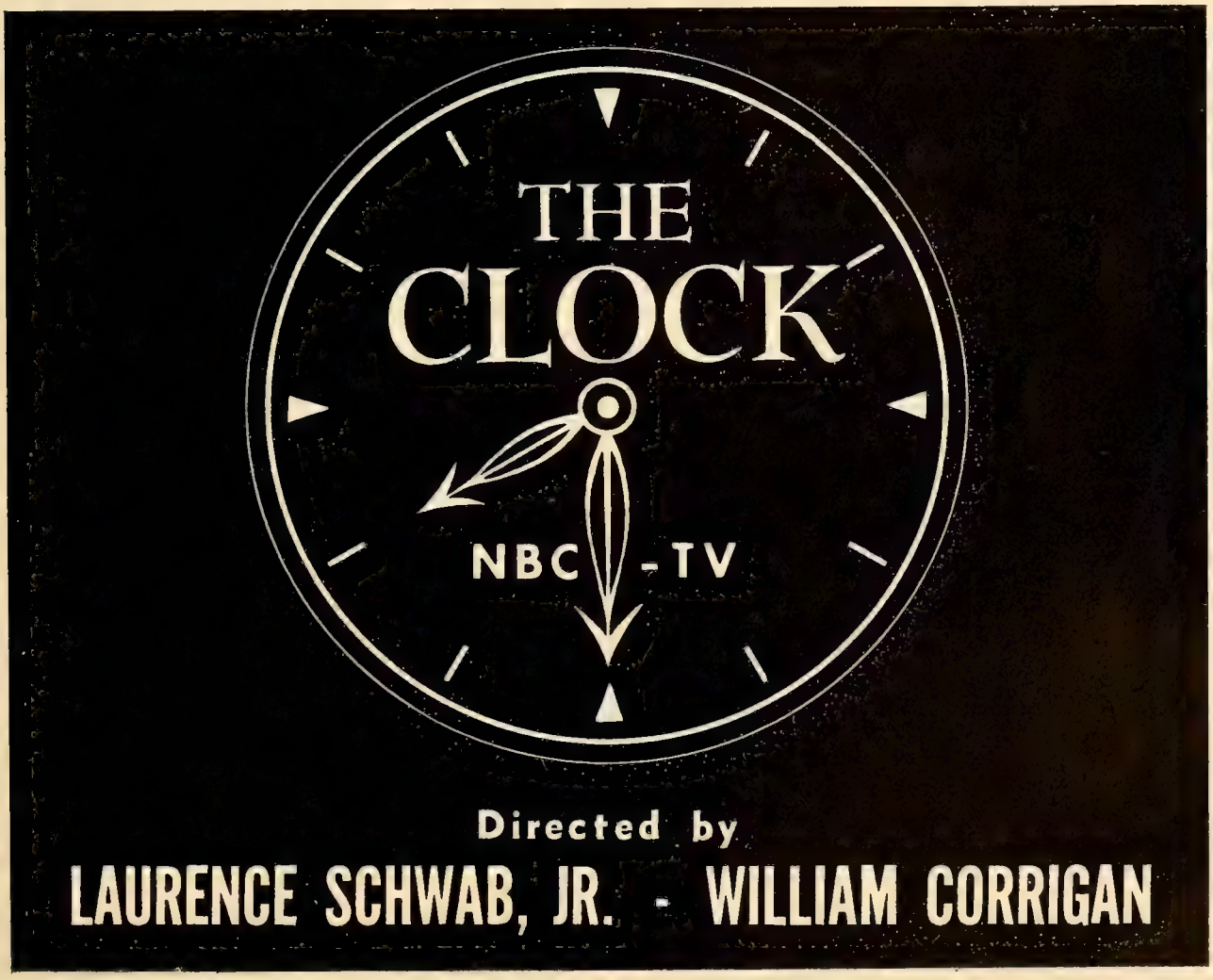
BISHOP, CHARLES
Singing Lady, Ireene Wicker, Actor's Studio, ABC-TV

BLAIR, LEONARD
Auction-Aire, Celebrity Time, Author Meets The Critics, ABC-TV

BOYD, MAL
Hollywood In Three Dimensions, CBS; Pick A Date, ABC.

BROEMAN, STUART
Breakfast on the Plaza, Southernaires, Piano Playhouse, Betty Crocker (Magazine of The Air), ABC

BROWN, HIMAN
Inner Sanctum
CBS



BROWN, MENDE
The Affairs of Peter Salem
MBS

BUNETTA, FRANK
Cavalcade Of Stars, Famous Jury Trials, DuMont

BUSS, FRANCES
Bob Howard Show
CBS-TV

BUTLER, RALPH
Perry Mason
MBS

BYRON, ED
Mr. District Attorney
NBC

—C—

CAHAN, GEORGE M.
(See Producers).

CARNEY, JACK
Talent Scouts, Give And Take, CBS

CARR, FREDERIC
Actor's Studio, Blind Date, Celebrity Time, ABC-TV

CARTOUN, ALAN
Symphonette
CBS

CAVALIER, JOE
Supper Club
NBC-TV

CHAPMAN, BRUCE
Tell Your Neighbor
MBS

CLARKE, PHILIP N.
(See Radio-TV Artists)

COLE, JOHN
The Shadow
MBS

COOPER, WYLLIS
Quiet Please, ABC; Volume One, ABC-TV; Escape, CBS, CBS-TV.

COPE, DON
Light of The World

CORRIGAN, WILLIAM
B. Aug. 27, 1913, Grand Forks, N. D.; The Clock, NBC-TV.

COURTNEY, ALEX
Voice of The People
WPIX

COYLE, HARRY
New York Yankee Baseball Games; Boxing From Westchester Arena; Boxing From Sunnyside Arena; Roblee Fanfare, DuMont

—D—

DANIEL, OLIVER
N. Y. Philharmonic Symphony, CBS

DAVIS, STAN
Invitation to Learning, Report From Overseas
CBS

DEL VALLE, JAIME
Count of Monte Cristo
MBS

DEPEW, RICHARD
Starring Boris Karloff, ABC-TV

DEVINE, JERRY
This Is Your F.B.I.
ABC

DICK, HENRY
Kiernan's Korner, Victor Lindlahr, The Money Saving Club, One Man's Opinion, Gems for Thought, ABC

DIETZ, JOHN
Crime Photographer, You Are There, CBS

DILLON, SEAN
Fitzgeralds Hollywood Screen Test, ABC-TV

DINEHART, ALAN
54th St. Review
CBS-TV

DISKIN, MARSHAL
Roller Derby, Bowling Headliners, ABC-TV

DOYLE, ROBERT
Stop The Music, Professional Football, ABC-TV

DuMONT, PAUL
D&H Miners
NBC

—E—

EAST, ED
B. Bloomington, Ind.; Pacific Coast Network; TV Packages; Meet The Champ, Easy Does It and Who's Next; Head of Ed East Creative Recorded Spots.

"This Is Show Business"
"The Show Goes On"
"Winner Take All"

Directed
by

Eftwich

CBS-TV

AXEL
GRUENBERG

Directing

"THIS IS YOUR LIFE"
"TODAY'S CHILDREN"

EHRENREICH, DAN
The Joe DiMaggio Show
CBS

EMERY, BOB
Rainbow House, MBS; DuMont TV

EMERY, KAY
Small Fry Club
WABD

EPSTEIN, ROBERT HARLAN
The Croupier, At Home With Music, Betty Clark Sings, Tune Time, ABC

—F—

FASSETT, JAMES
N. Y. Philharmonic Symphony, CBS

FICKETT, HOMER
Theatre Guild On The Air
NBC

FISHER, CHARLES
When A Girl Marries
NBC

FRIEDMAN, HAROLD
Celebrity Time, Roller Derby, ABC-TV

—G—

GERSON, HAROLD
Author Meets The Critics, Pippy Hoolihan, ABC-TV

GIERLACH, CHET
We Love And Learn
NBC

GILLIS, DON
NBC Symphony
NBC

GOGGIN, RICHARD
ABC-TV

GOODSON, MARK
Stop The Music
ABC

GOODWIN, SID
ABC

GORALL, LESLIE
Celebrity Time, ABC-TV

GORMAN, WALTER
The Road of Life
NBC

GOSCH, MARTIN
Tonight On Broadway
CBS-TV

GOTTLIEB, LESTER
Sing It Again, Robert Q. Lewis, CBS

GRAHAM, JOE
B. Sept. 15, 1916, Ohio; Modern Romances, ABC, Mr. President (N. Y.), ABC.

GRAYSON, MITCHELL
Big Sister
CBS

GREEN, IVAN
This Woman's Secret, NBC; It Seems Like Yesterday, KFI-TV

GREINER, ROBERT
Sunday Morning Concert Hall, People and Things, Fantasy in Melody, Pauline Fredericks, ABC

GRUENBERG, AXEL
B. Aug. 17, 1907, Riga, Russia; This Is Your Life, NBC; Today's Children, NBC.

—H—

HAFNER, LES
Motion Pictures Stages, Inc.

HAMILTON, WILLIAM
Kate Smith Calls, We Care, ABC

HANCOCK, ORRIE
News of America
CBS

HANNA, ARTHUR
Our Gal Sunday
CBS

HARGIS, TOM
The Roy Rogers Show
MBS

HARRELL, CHARLES T.
B. Nov. 28, 1913, Lincoln, Nebr.; Famous Jury Trials, DuMont-TV; Chance of A Lifetime, ABC; Think Fast, ABC, ABC-TV.

HAUPT, JAMES
Band of America
NBC

CHARLES T. HARRELL

RADIO—TV

PRODUCER-DIRECTOR



DICK SANDWICK

Television Director

HAUSER, DWIGHT
ABC

HAWLEY, MARK
The Black Robe
NBC-TV

HAYDEN, JEFF
Photo Play Time, Roller Derby, Stop The Music, ABC-TV

HAYES, JAMES
News of the World
NBC

HEDIGER, TED
Martin Kane, Private Eye
NBC

HEISCH, GLEN
Harvest of Stars
NBC

HELLER, FRANKLIN
The Front Page
CBS-TV

HENRY, BABETTE
Photo Crime, ABC-TV

HILLMAN, JOHN
Voices That Live, Ted Malone, Chandu, Fantasy In Music, Betty Crocker (Magazine of the Air), ABC

HOWARD, CY
My Friend Irma, Life With Luigi, CBS

HOWARD, HENRY
Mystery Theatre
CBS

—I—

INGRAM, HARRY
Basil Rathbone Show, Big Story, Kate Smith Sings, Louis Sobol Show, Two On A Clue.

IRVING, CHARLES
This Is Nora Drake
CBS

—J—

JOHNSON, WILLIAM
ABC

JONAS, PAUL
Sports Parade
MBS

JONES, CLARK
Mohawk Showroom, Voice of Firestone
NBC-TV

—K—

KEITH, HAL
Lights Out, Colgate Theatre; Chevrolet Tele-Theatre, NBC-TV.

KING, ED
David Harum
NBC

KNIGHT, PAUL
The U.N. Is My Beat
NBC

KOGAN, ARTHUR
Murder By Experts
MBS

KREIGM, RICHARD CHARLES
Johnny Thompson Show, Chance of a Lifetime, Thoughts in Passing, Old — New — Borrowed & Blue, Concert of American Jazz, ABC

—L—

LEONARD, DICK
Mr. Chameleon, Mr. Keen
CBS

LEFTWICH, ALEXANDER
This Is Show Business; Toast of the Town; The Show Goes On; Winner Take All; Morey Amsterdam Show; Adventures in Jazz, CBS-TV.

LEVY, RALPH
Ed Wynn, Show, CBS-TV; Alan Young Show, CBS-TV.

LEWIS, AL
Our Miss Brooks
CBS

LEWIS, DAVE
Morey Amsterdam Show, DuMont

LEWIS, RICHARD
Quick As A Flash
MBS



WILLIAM MARCEAU
Writer-Director of TV



JOE GRAHAM
WRITER-DIRECTOR

LIVERIGHT, HERMAN
PhotoCrime, ABS-TV

LOEWI, BOB
And Everything Nice, DuMont

LOMBARD, PRISCILLA
TV Telephone Game, On Trial, A Couple Of Joes, ABC-TV

LOVETON, JOHN
Mr. and Mrs. North
CBS

LOWE, DAVID
The O'Neils, DuMont

—Mc—

MacCALLUM, WILLIAM
Frank & Ernest, Old Fashioned Revival Hour, Sunday Morning Music Time, Big & Little Club, Pauline Fredericks, ABC

MacDONNELL, NORMAN
Suspense, CBS

MACGREGOR, JOCK
Nick Carter, Master Detective
MBS

MCKEE, WES
The Goldbergs
CBS

—M—

MACK, NILA
Let's Pretend, CBS

MANSFIELD, IRVING
This Is Show Business, CBS

MANSON, KENNETH
ABC

MARCEAU, WILLIAM T.
B. Jan. 17, 1905, Butte, Mont.; The Plainclothesman, Magic Cottage, WABD-DuMont.

MARSHALL, WILLIAM
Modern Romances, It's Your Business, ABC

MARTINI, ROLAND
The Pet Milk Show
NBC

MICHEL, WERNER
Documentary Unit, CBS

MIDDLETON, GLENN
Amos 'n' Andy
CBS

MOORE, KINGMAN T.
Lights Out, NBC-TV; Ballet Theater, NBC-TV; Candid Camera, NBC-TV

MORGAN, JAMES
Queen For A Day
MBS

MORRIS, FRANK
ABC

MOSS, HERBERT
Mother Knows Best
CBS

MULCAHY, RICHARD
ABC

—N—

NATHANSON, EDWARD
Blind Date, Roller Derby, ABC-TV

NELSON, RALPH
Mama
CBS-TV

NICKELL, PAUL
Man Against Crime, Studio One
CBS-TV

NOVAK, BOB
B Bar B Ranch
MBS

NUGENT, EDWARD
Auction-Aire, ABC-TV

—O—

OPPENHEIMER, JESS
My Favorite Husband
CBS

—P—

PAPP, FRANK
The Eternal Light
NBC

PAUL, BYRON
Mr. I. Magination
CBS-TV

PEMBERTON, MURDOCK
Pick A Date, Amateur Hour, ABC

George W. Allen

Producer - Director

"THE WHISTLER"



C.B.S.



MAC BENOFF

Director - Writer

"LIFE WITH LUIGI"

PEYSER, JOHN
Suspense
CBS-TV

POLA, EDDIE
Blondie
ABC

POWERS, CHARLES H.
Author Meets the Critics, Hollywood Screen Test; On Trial, ABC-TV.

PRESSMAN, DAVE
Actors' Studio
CBS-TV

— R —

RAMSEY, JIM
Meet Your Match
MBS

RAYEL, JOHN F.
The Fishing And Hunting Club Of The Air, DuMont

REDFORD, KENNETH
Ted Steele Show
CBS-TV

REDFORD, WILLIAM J.
ABC

RICCA, ERNEST
Helen Trent
CBS

RICH, DAVID
Talent Scouts
CBS-TV

RITTER, RICHARD
America's Town Meeting, Stop the Music, Counterspy, Henry J. Taylor, ABC

ROBBIE, SEYMOUR
Master Control, ABC-TV

ROBERTS, CLEDGE
Mr. Magic
WPIX

ROBERTSON, LAWRENCE
ABC

ROBERTSON, TED
Straight Arrow
MBS

ROBSON, WILLIAM N.
Escape, CBS

RODGERS, DOUG
Mohawk Showroom
NBC-TV

ROLAND, WILL
Arthur Godfrey Show, CBS

ROSE, RALPH
Tell It Again, Garry Moore Show, CBS

RUBIN, JACK
Hilltop House
CBS

RUDICH, NAT
Buddy Rogers Showcase, ABC-TV; Here's Heidy, MBS

— S —

SANDWICK, DICK
B. Aug. 19, 1922, Chicago, Ill.; Inside Detective, Court of Current Issues, Your Television Shopper, Vincent Lopez, Shoppers Mat, Double Day Show, DuMont-TV.

SAUNDERS, JAMES
Wrestling From Sunnyside Arena, DuMont

SCANLAN, WALTER
Headline Edition, Carnegie Hall, On Trial, Personality Portraits, The Sheriff, ABC

SCHAFFNER, FRANK
Studio One
CBS-TV

SCHWAB, LAURENCE, JR.
B. March 31, 1922, New York, N. Y.; The Clock, NBC; Television Screen Magazine, NBC.

SCIBETTA, JOSEPH
The Aldrich Family
NBC

SEGAL, ALEX
Starring Boris Karloff, ABC-TV

SEILER, HUGO
Twin Views of the News
MBS

SIMPSON, GARRY C.
Chevrolet Tele-Theatre, Philco Television Playhouse, Colgate Theatre, NBC.

SLATTERY, ED
Young Widder Brown
NBC

SMITH, PERRY
Photo-Play-Time, Paul Whiteman's Goodyear Revue, ABC-TV

SOMERVILLE, WARREN
Woman of Tomorrow, WJZ; Nancy Craig, Talk Your Way Out of It, N. Y. Tonight with Allen Prescott, ABC

SPOSA, L.
Okay, Mother
WABD

STEEN, CORTLAND
Think Fast, Market Melodies & TV Telephone Games, ABC-TV

STEEN, ROBERT
The Herb Sheldon Show, Counterspy, Think Fast, Galen Drake, ABC

STEVENS, GARY
Twenty Questions
MBS

— T —

TELFORD, FRANK
Silver Theatre
CBS-TV

THAYER, NESTOR
John B. Kennedy, News
MBS

TIPPER, GERTRUDE
Stop The Music, ABC-TV

TOLL, TED
ABC

TORMEY, ROBERT
Ladies Be Seated, Headline Edition, Greatest Story Ever Told, ABC

— U —

UHL, RICHARD
Big Town
NBC

URQUHART, CHARLES
The Guiding Light
CBS

— V —

VALENTA, LYNN
Lamp Unto My Feet
CBS-TV

VANDIVEER, JAMES
ABC-TV

VIETOR, TOM
The Big Story
NBC

VINCENT, CHICK
Pepper Young's Family, NBC; Adventures of Charlie Chan, ABC; At Home and How, WJZ-TV; Ship's Reporter, WJZ-TV.

VOUTSAS, GEORGE
Playboys
NBC

— W —

WALLISER, BLAIR
Singing Lady
ABC-TV

WARBURTON, CHARLES
My True Story, ABC, WJZ; Great Plays, NBC; Radio Guild, NBC.

WARWICK, BILL
Easy Does It
NBC-TV

WEEDIN, HARFIELD
ABC

WEIDENAAR, CLAIR
ABC

WEIHE, FRED
Backstage Wife
NBC

WHITE, LARRY
Captain Video, Rumpus Room, WABD

WHITE, WALTER, JR.
Hopalong Cassidy, Down Our Way, MBS.

WIEST, GEORGE
Someone You Know, American Sports Page, Hour of Faith, ABC

WOLFF, NAT
Hollywood Star Theatre, NBC; Halls of Ivy, NBC.

WOOLLEN, RICHARD
ABC

WORMSER, JACK
ABC

WRIGHT, WYNN
Official Detective
MBS

— Y —

YURDIN, CLAY
Truex Family
WPIX

YOUNG, CARLTON
County Fair
CBS

— Z —

ZACHARY, GEORGE
Gang Busters
CBS

ZIRATO, BRUNO, JR.
Sing It Again, CBS

ZOLLER, JOHN
Calvacade of America
NBC

Woman Commentators
HOME ECONOMISTS
of Radio Stations in the United States

Alabama

Badham, Mary.....WBRC-TV, Birmingham
Boschung, Opal.....WKUL, Cullman
Brown, Camille.....WSFA, Montgomery
Colby, Christine.....WHBS, Huntsville
Davis, Ann.....WJHO, Opelika
Dennis, Marjorie.....WAFM-TV, Birmingham
Dannavant, Marjorie.....WJMW, Athens
Foster, Jean.....WVOK, Birmingham
Harris, Virginia.....WKRG, Mobile
Hubbard, Frances.....WAUD, Auburn
Hughes, Marjorie.....WJMW, Athens
Jackson, Sara.....WOOB, Anniston
Leighton, Helen.....WABB, Mobile
Littlepage, Evelyn R.....WMFT, Florence
Mahoney, Esther.....WSFA, Montgomery
Spitler, Margaret.....WAPI, Birmingham
Stack, Imogene R.....WLAY, Muscle Shoals

Arizona

Benoit, Virginia.....KOPO, Tucson
Bentley, Elaine.....KTAR, Phoenix
Botkin, Freda.....KCNA, Tucson
Hall, Lorraine.....KOOL, Phoenix
Lee, Patricia.....KTAR, Phoenix
Pfister, Roberta M.....KYCA, Prescott
Richey, Jan.....KVOA, Tucson
Sawyer, Ann.....KTKT, Tucson
Wright, Jeanne.....KOY, Phoenix

Arkansas

Allen, Anne.....KARK, Little Rock
Davis, Ann.....KWFC, Hot Springs
Floyd, Florence.....KFPW, Fort Smith
Forster, Bobbie H.....KXLR, Little Rock
Livingston, Lorene.....KUOA, Siloam Springs
Madden, Mina.....KLRA, Little Rock
O'Day, Patti.....KGRH, Fayetteville
Parker, Mary.....KFFA, Helena
Prickett, Maxine.....KCLA, Pine Bluff
Sanders, Nell.....KTHS, Hot Springs

California

Ashwood, Eve.....KYNO, Fresno
Barnes, Harriet.....KSRO, Santa Rosa
Barton, Emily.....KFRC, San Francisco
Best, Betty.....KVVC, Ventura
Bruton, Lydian.....KVOE, Santa Ana
Bye, Bess.....KFRC, San Francisco
Casey, Mary Ann.....KIST, Santa Barbara
Dunbar, Hariette.....KMNS, San Luis Obispo
Fleischmann, Betty.....KVEC, San Luis Obispo
Flower, Elsie.....KGDM, Stockton
Green, Edith.....KRON-TV San Francisco
Gurnee, Leslie.....KMNS, San Luis Obispo
Hart, Trula.....KEEN, San Jose
Higbee, Hilda.....KTRB, Modesto
Hogan, Lee.....KNBH, Hollywood
Holden, Ann.....KGO, San Francisco
Hughes, Claire.....KWKW, Pasadena
Jadden, Audrey.....KWKW, Pasadena
Jewell, Izetta.....KCBQ, San Diego
Johnson, Dorothy.....KSON, San Diego
Kirby, Joy.....KSGN, Sanger
Kitchen, Katherine.....KERN, Bakersfield; KFBK, Sacramento; KMJ, Fresno; KWG, Stockton
Lesly, Gail.....KTMS, Santa Barbara
Mallery, Joyce.....KXO, El Centro
Marble, Margaret.....KVEN, Ventura
Mason, Vivian.....KHUM, Eureka
Morse, Molly.....KGB, San Diego
Oppenheimer, Kitty.....KTIM, San Rafael
Paige, Frances.....KCRA, Sacramento
Parsons, Sue.....KSJO, San Jose
Ramey, Wanda.....KWBR, Oakland
Rice, Roberta.....KXOB, Stockton
Scheere, Gail.....KWG, Stockton
Schram, Violet.....KFVD, Los Angeles
Smith, Jane.....KVVC, Ventura
Stephenson, Jean.....KALI, Pasadena
Stewart, Faye.....KPIX, KSFO, San Francisco
Thompson, Helen Faye.....KOCS, Ontario
Thompson, Ruth.....KYA, San Francisco
Todd, Jane.....KCBS, San Jose
Tracy, Virginia.....KAFY, Bakersfield
Trumbull, Marjorie...KPIX, KSFO, San Francisco
Young, Norman.....KTSL, Hollywood

Colorado

Carroll, Pat.....KLMR, Lamar
Cimino, Lena.....KSFT, Trinidad
Collope, Mary.....KCOL, Fort Collins
Cooper, Francel Hudson..KVOR, Colorado Springs
Elkins, Mildred.....KGHF, Pueblo
Elliott, Nancy.....KIUP, Durango
Fields, Helen.....KVOD, Denver
Hammer, Muriel.....KEXO, Grand Junction
Hammersley, Mrs. Evadna.....KOA, Denver
Hay, Henrietta.....KFXJ, Grand Junction
Hayes, Carma.....KOKO, La Junta
Hunter, Barbara.....KFKA, Greeley
Miner, Frances.....KRAI, Craig
Moore, Virginia.....KVRH, Salida
Morton, Kathy.....KRDO, Colorado Springs
Scott, Nikki.....KMYR, Denver

Connecticut

Colbert, Jean.....WTIC, Hartford
Coleman, Dorothy.....WMMW, Meriden
Gibson, Claire.....WONS, Hartford
Hall, Lee.....WNHC, WNHC-TV, New Haven
Hays, Mary Bradshaw.....WICC, Bridgeport
Hurlburt, Mimi.....WATR, Waterbury
Johnson, Pat.....WAVZ, New Haven
King, Mrs. Una.....WTHT, Hartford
McCarthy, Stephanie.....WLIZ, Bridgeport
Maloney, Ellen.....WWCO, Waterbury
Nauman, Mrs. Hilda.....WNLC, New London
O'Brien, Jean.....WNHC-TV, New Haven
Osborne, Maybelle Hinton.....WBRY, Waterbury
Parker, Helen.....WMMW, Meriden
Parks, Connie.....WLIZ, Bridgeport
Pattee, Betty.....WKNB, New Britain
Porter, Jeanne.....WELI, New Haven
Rundell, Anne.....WLAD, Danbury

Delaware

Crosman, Ellen.....WAMS, Wilmington
Price, Marjorie.....WILM, Wilmington

District of Columbia

Blair, Anne.....WQQW, Washington
Burnham, Mary.....WMAL, Washington
Crane, Ruth.....WMAL, Washington
Lee, Elinor.....WOIC, WTOP, Washington
Osgood, Nancy.....WRC, Washington
Markel, Mrs. Hazel Kenyon
WTOP, WTTG, Washington

Florida

Barfield, Ona.....WDLF, DeLand
Barnes, Betty.....WCNH, Quincy
Bartelt, Ruth.....WLOF, Orlando
Boyer, Margaret.....WMMB, Melbourne

Butler, Mrs. Jane ..... WGBS, Miami
Byron, Eva ..... WALT, Tampa
Carlson, Anne ..... WIRK, West Palm Beach
Christopher, Marjorie ..... WQAM, Miami
Daly, Anne ..... WPDQ, Jacksonville
Davis, Agnes ..... WDHL, Bradenton
Donahue, Ruth ..... WLOF, Orlando
Gilmour, Jane ..... WNDB, Daytona Beach
Johnson, Jean ..... WMBM, Miami Beach
McCarthy, Josephine ..... WMIE, WTVJ, Miami
Mead, Dottie ..... WSPB, Sarasota
Moody, Emily Winton ..... WFLA, Tampa
O'Day, Billie ..... WIOD, Miami
Pierce, Jackie ..... WTVJ, Miami; WVCG, Coral Gables
Reynolds, Laura ..... WMMB, Melbourne
Roen, Marcia ..... WORZ, Orlando
Smith, Ruth ..... WHOO, Orlando
Smith, Susie ..... WDHL, Bradenton
Stanley, Kay ..... WMBR, Jacksonville
Walker, Frankye ..... WFOY, St. Augustine
Whitfield, Betty ..... WINK, Fort Myers

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Georgia

Alford, Kitty ..... WRGA, Rome
Browning, Mrs. Eileen ..... WVOP, Vidalia
Clayton, Reba ..... WQXI, Atlanta
Day, Enid ..... WAGA, Atlanta
Dishields, Billie ..... WEAS, Atlanta
Farmer, Helen ..... WMAZ, Macon
Fields, Geraldine (Miss) ..... WAYX, Waycross
Jarrell, Mrs. W. W. ..... WKTG, Thomasville
Jarrett, Bella ..... WIBB, Macon
Kent, Scoop ..... WGLS, Decatur
McKay, Dorothy ..... WROM, Rome
Martin, Kitty ..... WAYX, Waycross
Mee, Peggy ..... WFOM, Marietta
Miller, Ann ..... WSAV, Savannah
Morris, Louise ..... WDAK, Columbus
Parker, Anne ..... WJBF, Augusta
Rogerson, Gloria ..... WFOM, Marietta
Swain, Jayne ..... WQXI, Atlanta
Trent, Susan ..... WGBA, Columbus
Turner, Wilma Olive ..... WMOC, Covington
Ward, Del ..... WNEX, Macon
Wasden, Alice C. ..... WTOC, Savannah
Watkins, Mickey ..... WBBQ, Augusta
Westbrook, Wyolene ..... WEAS, Atlanta

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Idaho

Adamson, Norma ..... KEIO, Pocatello
Cornell, Barbara ..... KIDO, Boise
Lange, Lucile ..... KVNI, Coeur D'Alene
McAllister, Ruth ..... KRPL, Moscow
Schultz, Florence ..... KTFI, Twin Falls
Searle, Melva ..... KID, Idaho Falls
Waite, Shirley ..... KSEI, Pocatello
Yates, Margaret ..... KSEI, Pocatello

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Illinois

Banks, Pat ..... WBKB, Chicago
Blair, Mrs. K. Q. ..... WIRL, Peoria
Carlstrom, Dee ..... WJJD, Chicago
Clark, Virginia ..... WGN, Chicago
Colwell, Virginia ..... WLDS, Jacksonville
Conway, Ellen ..... WLPO, La Salle
Crane, Martha ..... WLS, Chicago
Czuwarowa, Nina ..... WEDC, Chicago
Dolan, Bonnie ..... WLBK, De Kalb
Hart, Elizabeth ..... WMAQ, Chicago
Hayden, Elaine ..... WMRO, Aurora
Jeffery, Sylvia ..... WKAN, Kankakee
Johannes, Olga ..... WROK, Rockford
Joyce, Helen ..... WLS, Chicago
Karney, Beulah ..... WENR, WENR-TV, Chicago
Knight, Phyllis ..... WLBH, Mattoon
Layne, Jean ..... WCNT, Centralia
McLoughlin, Miss May ..... WMBD, Peoria
Meisner, Joan ..... WSOY, Decatur
Montgomery, Lois ..... WLBK, De Kalb
Moore, Barbara ..... WMBD, Peoria
Pfeil, E. J. ..... WNMP, Evanston
Prescott, Betty ..... WTMV, East St. Louis
Ronan, Honore E. ..... WDAN, Danville
Rush, Betty ..... WKAI, Macomb
Sawyer, Elizabeth ..... WBYS, Canton
Sexton, Marion ..... WTAD, Quincy
Sutton, Charlotte ..... WWXL, Peoria
Ward, Mary ..... WHOW, Clinton
Wayne, Rosemary ..... WJJD, Chicago
White, Stella ..... WAIT, Chicago
Zarley, Lois ..... WJOL, Joliet

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Indiana

Black, Virginia ..... WJPS, Evansville
Bleck, Ruth ..... WIMS, Michigan City
Brewer, Maytha ..... WTCJ, Tell City
Call, Dorothy ..... WTCJ, Tell City
Crook, Carol ..... WAOV, Vincennes
Daniels, Catherine ..... WISH, Indianapolis
Ellenbrand, Jane ..... WANE, Fort Wayne
Fall, Bill ..... WEOA, Evansville
Farrell, Mrs. Rose Lee ..... WFBM, Indianapolis
Jackson, Sally ..... WTTS, WTTV, Bloomington
Jones, Mary Elizabeth ..... WAOV, Vincennes
Leahy, Barbara ..... WBIW, Bedford
Lewis, Phyllis ..... WCNB, Connersville
McDonald, Mary ..... WGL, Fort Wayne
Minick, Mrs. Frances ..... WBIW, Bedford
Reynolds, Ruth ..... WIRE, Indianapolis
Riley, Sue ..... WHOT, South Bend
Ryan, Helen ..... WTHI, Terre Haute
Sparkman, Betty ..... WTOM, Bloomington
Trigg, Ethel ..... WTRC, Elkhart
Tucker, Sue ..... WKBV, Richmond
Weston, Jane ..... WOWO, Fort Wayne

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Iowa

Adams, Kay ..... WMT, Cedar Rapids
Bruce, Kay ..... KASI, Ames
DuMond, Irene ..... KXEL, Waterloo
Fitzgerald, Jacqueline ..... KDTH, Dubuque
Gearhardt, Pamela ..... KCRG, Cedar Rapids
Gonzales, Genevieve ..... KTRI, Sioux City
Johnson, Gwen ..... KROS, Clinton
Kyle, Betty ..... KIOA, Des Moines
Marshall, Mary Louise ..... WOC, Davenport
McCormick, Mona ..... KXIC, Iowa City
Murphy, Doris ..... KMA, Shenandoah
Peck, Phyllis ..... KROS, Clinton
Rankin, Mary ..... KVFD, Fort Dodge
Shoemaker, Adella ..... KMA, Shenandoah
Shorten, Martha ..... KDTH, Dubuque
Smith, Raymond A. (Mrs.) Sports Album ..... KSWI, Council Bluffs
St. Clara, Sister Mary, B. V. M. ..... WKBB, Dubuque
Vaughn, Libbie ..... KWWL, Waterloo
Volger, Thelma ..... KWPC, Muscatine
Walters, Ann ..... KASI, Ames
Wells, Betty ..... KRNT, Des Moines
Westre, Norma ..... KOKX, Keokuk
Young, Jessie ..... KFNF, Shenendoah

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Kansas

Brooks, Julie ..... WREN, Topeka
Huff, Joan ..... KANS, Wichita
King, Mrs. E. J. ..... KFH, Wichita
McKinley, Verona ..... KSCB, Liberal
MacDonald, Marie ..... WFBI, Wichita
Newkirk, Grace Lee ..... KXXX, Colby
Powell, Dorothy ..... KLKC, Parsons
Snyder, Helen ..... KCLO, Leavenworth

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Kentucky

Brooks, Sunny ..... WNOP, Newport
Burke, Agnes ..... WGRC, Louisville
Daly, Linda ..... WLOU, Louisville
Dooley, Jane ..... WFKY, Frankfort
Ellis, Marian ..... WHAS, Louisville
Haan, Ruth ..... WMTC, Vancleve
Hubert, Ann ..... WAVE, Louisville
Martin, Rosemary ..... WNOP, Newport
Maxwell, Bette ..... WLAP, Lexington
May, Irene ..... WVJS, Owensboro
Miller, Mrs. Elwanda ..... WTCO, Campbellsville
Person, Violet ..... WMTC, Vancleve
Price, Amy ..... WLEX, Lexington
Seay, Blanche ..... WCMI, Ashland
Stahl, Evelyn Carroll ..... WPAD, Paducah
Weiller, Louise ..... WINN, Louisville
Word, Elizabeth ..... WLBJ, Bowling Green

Louisiana

Adams, Jane.....KALB, Alexandria
Boyd, Daisy Lee.....WLCS, Baton Rouge
Flettrich, Terry.....WDSU-TV, New Orleans
Koltun, Ruth.....WJBO, Baton Rouge
Leslie, Jean.....WJRM, New Orleans
Richard, Lena.....WDSU-TV, New Orleans
Rosenfield, Rose.....KSYL, Alexandria
Savelle, Tarris.....WLCS, Baton Rouge
Smith, Joyce.....WDSU, WDSU-TV, New Orleans
Stacey, Ettie K.....KSYL, Alexandria
Strobble, Mary Ann.....KPLC, Lake Charles
Theaux, Mrs. Ray B.....KVOL, Lafayette
Wagner, Eleanor Hall.....KALB, Alexandria

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Maine

Butler, Cecilia.....WLAM, Lewiston
Colby, Jane.....WIDE, Biddeford
Deane, Beth.....WGUY, Bangor
Drivas, Chrisoula.....WIDE, Biddeford
Gibbs, Agnes F.....WCSH, Portland
Gould, Diana.....WCOU, Lewiston
Rice, Catherine.....WFAU, Augusta
Standish, Martha.....WPOR, Portland

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Maryland

Alwyn, Eve.....WCBM, Baltimore
Alwyn, Lauri.....WCBM, Baltimore
Blasock, Monel E.....WASL, Annapolis
Conboy, Anita.....WBAL, WBAL-TV, Baltimore
DeLano, Martha.....WCUM, Cumberland
Dierken, Kitty.....WAAM, Baltimore
Dorsey, Polly.....WBMD, Baltimore
Egolf, Grace Campbell.....WBCC, Bethesda
McCall, Bettie.....WCAO, Baltimore
Martin, Marie L.....WBOC, Salisbury
Martin, Mollie.....WBAL, WBAL-TV, Baltimore
Parmenter, Miriam.....WASL, Annapolis
Robertson, May C.....WFMD, Frederick
Temple, Martha Ross.....WFBR, Baltimore

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Massachusetts

Auger, Gloria.....WLYN, Lynn
Bailey, Mildred.....WCOP, Boston
Bolles, Janet.....WBET, Brockton
Bradford, Ann.....WLLH, Lowell-Lawrence
Broeg, Heloise Parker.....WEEI, Boston
Brown, Mae.....WMAS, Springfield
Cartwright, Christian.....WCCM, Lawrence
Chase, Julie.....WTAG, Worcester
Connelly, Jeanne.....WNEB, Worcester
Cutles, Anne.....WCRB, Waltham
Evans, Christine.....WHDH, Boston
Flanders, Lyda.....WTAG, Worcester
Fortescue, Priscilla.....WEEI, Boston
Giza, Wanda.....WARE, Ware
Herlihey, Margaret Kimball.....WLYN, Lynn
Higgenson, Rebakah.....WMEX, Boston
Hope, Helen.....WHYN, Holyoke
Huse, Bertha C.....WLAW, Lawrence
King, Dorothea.....WSPR, Springfield
Kneeland, Miss Eileen.....WHAV, Haverhill
McKittrick, Dorothy.....WEIM, Fitchburg
Matson, Shirley.....WAAB, Worcester
Phelan, Bette.....WHOB, Gardner
Philbein, Kay.....WCCM, Lawrence
Pratt, Sally.....WKOX, Framingham
St. George, Anita.....WCRB, Waltham
Seymour, Freddie.....WBET, Brockton
Sherwood, Peg.....WBKA, Brockton
Sweeney, Marion Lane.....WBKA, Brockton
Victor, Evelyn.....WBMS, Boston
Vincent, Pal.....WHOB, Gardner
Whitaker, Isabel.....WAAB, Worcester

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Michigan

Barber, Mary.....WBCK, Battle Creek
Bellstrom, Barbara.....WDMJ, Marquette
Clark, Agnes.....WJR, Detroit
Fountaine, Margaret.....WSOO, Sault Ste. Marie
Fuller, Betty.....WKZO, Kalamazoo
Gibson, Mrs. Judy.....WHRV, Ann Arbor
Harris, Mrs. Frances.....WWJ, WWJ-TV, Detroit
Holmgren, Lois.....WJPD, Ishpeming
Isaac, Rose.....WJMS, Ironwood
Keller, Connie.....WBCK, Battle Creek
Labbitt, Myrtle.....CKLW, Detroit
Lewis, June.....WJEF, Grand Rapids
Little, Lenore.....WOOD, Grand Rapids
McBride, Jean.....WWJ, WWJ-TV, Detroit
Martin, Margaret Nickerson...WHRV, Ann Arbor
Melrose, Edythe Fern.....WXYZ-TV, Detroit
Miller, Nadine M.....WGRD, Grand Rapids
Million, Peggy.....WHFB, Benton Harbor
Morgan, Mary.....CKLW, Detroit
Sutherland, Alice.....WKBZ, Muskegon
Tuttle, Lee.....WILS, Lansing
Wright, Bess.....WKMH, Dearborn

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Minnesota

Barzen, Katherine.....KTRF, Thief River Falls
Bayne, Barbara.....WLOL, Minneapolis
Daniels, Elizabeth.....KDAL, Duluth
Foss, Ellen.....KATE, Albert Lea
Frankberg, Mary.....KGDE, Fergus Falls
Given, Marj.....KLER, Rochester
Gran, Hulda.....KEYD, Minneapolis
Haeberle, Arleth...WTCN, WTCN-TV, Minneapolis
Peters, Irene.....KWLM, Willmar
Preisser, June (Columbia Movie Star)
WEBC, Duluth
Taylor, Tiny.....KWOA, Worthington
Wilson, Mrs. Rae.....KFAM, St. Cloud
Wright, Gloria.....KBUN, Bemidji

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Mississippi

Cole, Gerry.....WHOC, Philadelphia
Dial, Rosalie.....WAPF, McComb
Hall, Jane.....WVIM, Vicksburg
Hammonds, Lillian.....WMIS, Natchez
Lee, Marjorie.....WRBC, Jackson
St. Amant, Joan.....WHSY, Hattiesburg
Sugg, Helen.....WROX, Clarksdale

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Missouri

Carson, Alice.....KXEO, Mexico
Donze, Aileen.....KSGM, Ste. Genevieve
Ellis, Caroline.....KFRM, KMBC, Kansas City
Hanks, Nancy.....KIRX, Kirksville
Hillyard, Margaret.....KDMO, Carthage
Johnson, Bea.....KFRM, KMBC, Kansas City
Lea, Sandra.....WHB, Kansas City
Logan, Martha.....WHB, Kansas City
Munsch, Louise.....WEW, St. Louis
Rees, Doris.....WTTR, Rolla
Woodward, Joan.....KFEQ, St. Joseph

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Montana

Day, Erin.....KGVO, Missoula
Gordon, Lindy.....KOJM, Havre
Gray, Mary.....KAVR, Havre
Hines, "Kay".....KBMY, Billings
Hovde, Joan.....KGVO, Missoula
Parker, Mary Clair.....KXLF, Butte
Ryan, Helen M.....KANA, Anaconda
Thompson, Margaret.....KIYI, Shelby

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Nebraska

Anderson, Mrs. Florence.....KJSK, Columbus
Bohlsen, Martha.....WOW, WOW-TV, Omaha
Bruce, Charlotte.....KODY, North Platte
Jabenis, Elaine.....WOW, Omaha
Jesse, Marie Stewart.....KOWH, Omaha
Moore, Mary.....WJAG, Norfolk
Nekuda, Lydia.....KFOR, Lincoln
Norwood, Helen.....KFGT, Fremont
West, Belle.....KOIL, Omaha
Wilkins, Kay.....KFAB, Omaha

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Nevada

Jones, Havelyn.....KRAM, Las Vegas
Kitchen, Katherine.....KOH, Reno
McNulty, Patricia.....KOH, Reno
Medive, Madlen.....KWRN, Reno

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New Hampshire

Casseboom, Adeline.....WFEA, Manchester

Dumont, Phyllis.....WHEB, Portsmouth
Hart, Ruth.....WOTW, Nashua
Lee, Cynthia.....WOTW, Nashua
Metze, Mrs. Lora.....WMOU, Berlin
Mallory, Martha.....WWNH, Rochester
Wade, Ruth R.....WKNE, Keene
Walker, Lillian.....WINH, Laconia

New Jersey

Berry, Rose.....WFPG, Atlantic City
Carlson, Dorothy H.....WWBZ, Vineland,
Cooper, Vivian J.....WTTM, Trenton
Curtis, Peggy.....WCAP, Asbury Park
Freeland, Mildred.....WFPG, Atlantic City
Haines, Mary.....WCAM, Camden
Mixner, Jane.....WSNJ, Bridgeton
Sutton, Helen.....WVNJ, Newark
Wilson, Mary C.....WTTM, Trenton

New Mexico

Abeyata, Vergie.....KGGM, Albuquerque
Brown, Vera R.....KRTN, Raton
Chapman, Mary.....KVER, Albuquerque
Marquez, Lupe.....KVER, Albuquerque
Tremaine, Claire.....KVSP, Sante Fe
Williams, Betty.....KGAK, Gallup

New York

Abeles, Mary Jane.....WBEN-TV, Buffalo
Aiello, Mildred.....WOKO, Albany
Arlen, Margaret.....WCBS, New York
Baldi, Diana.....WOV, New York
Barratt, Maxine.....DuMont, WABD, New York
Becker, Pat.....WWRL, Woodside
Beckwith, Jean.....WRUN, Utica
Bell, Dorese.....WRNY, Rochester
Bolin, Dorothy.....WGVA, Geneva
Brooks, Martha.....WGY, WRGB, Schenectady
Brown, Margo.....WDOS, Oneonta
Bullard, Marion.....WKNY, Kingston
Burbank, Sara.....WNBF, Binghamton
Cherry, Mary.....WGY, WRGB, Schenectady
Craig, Nancy (Alice Maslin).ABC, WJZ, New York
Creamer, Jack.....WOR-TV, New York
Deane, Martha.....WOR, New York
DeGre, Muriel.....WEOK, Poughkeepsie
Devlin, Louise.....WGAT, Utica
Doan, Dorothy.....WCBS-TV, New York
Drooz, Elaine.....WABY, Albany
Emerson, Faye.....WCBS-TV, New York
Evans, Linda.....WKOP, Binghamton
Fredericks, Pauline.....ABC, New York
Graham, Florence.....WHDL, Olean
Griffin, Betty Cushing.....WIBX, Utica
Grover, Gertrude.....WHCU, Ithaca
Halpin, Josephine.....WINS, New York
Hunter, Carrol.....WGLN, Glens Falls
Kistinger, Dorothy.....WKIP, Poughkeepsie
Lee, Beth.....WPTR, Albany
Lee, Betty.....WJJL, Niagara Falls
Leslie, Louise.....WCBS-TV, New York
Lewis, Joan.....WKAL, Rome
Logan, Martha.....NBC-TV, New York
Lucas, Dione.....WCBS-TV, New York
McBride, Mary Margaret.....WNBC, New York
McPherson, John (The Mystery Chef)
NBC-TV, New York
MacGregor, Joan.....WCSS, Amsterdam
Marshall, Patricia.....WOLF, Syracuse
Maslin, Alice (Nancy Craig).....ABC, New York
May, Ruth.....WDOS, Oneonta
Morse, Margaret.....WSNY, Schenectady
Nelson, Amy.....WAGE, Syracuse
Neville, Helen.....WKBW, Buffalo
Norris, Kathi.....DuMont, WABD, New York
Novis, Dorothy.....WLNA, Peekskill
Parker, Alice.....WHUC, Hudson
Parr, Mrs. Dorothy.....WWNY, Watertown
Parry, Betty.....WXKW, Albany
Peeples, Trudy.....WWOL, Buffalo
Ranney, Mary Aileen.....WROW, Albany
Rogers, Ann.....WHAM-TV, Rochester
Schneider, Joan.....WFAS, White Plains
Scott, Blanche Stuart.....WARC, Rochester
Scully, Frances.....ABC, ABC-TV, New York
Shanks, Dorothy.....WEBR, Buffalo
Slade, Jean Marie.....WHEN, Syracuse
Stone, Paula.....WMGM, New York
Welles, Barbara.....WOR, New York
Winchell, Eileen.....WKRT, Cortland
Work, Sally.....WBEN, Buffalo

North Carolina

Baucom, Marie Liza.....WMAP, Monroe
Blalock, Betty Jane.....WTOB, Winston-Salem
Bost, Mrs. Cecile.....WNNC, Newton
Bowers, Floye.....WISE, Asheville
Browning, Jean.....WBBB, Burlington
Bullock, I. Jane.....WDUK, Durham
Case, Marilu.....WNAO, Raleigh
Daye, Sunny.....WLOS, Asheville
Dieter, Carolyn M.....WDUK, Durham
Eawn, Pauline O.....WCKB, Dunn
Edens, Naomi.....WLTC, Gastonia
Eldon, Polly.....WSTP, Salisbury
Gould, Dorothy Anne.....WJNC, Jacksonville
Harris, Edith.....WJNC, Jacksonville
Hunt, Carol.....WSOC, Charlotte
Jarman, Frances.....WDNC, Durham
Jones, Louise.....WIRC, Hickory
Ladd, Jacqueline.....WSSB, Durham
Lavitan, Gladys.....WAYS, Charlotte
Martin, Anne.....WKBC, N. Wilkesboro
Murphy, Delores.....WFNS, Burlington
Nolan, Mrs. Barbara S....WFMY-TV, Greensboro
Parrish, Ann.....WGIV, Charlotte
Pressly, Harriet.....WPTF, Raleigh
Rickard, Doris.....WBBB, Burlington
Shore, Priscilla L.....WTNC, Thomasville
Simkins, Virginia.....WSTS, Southern Pines
Smith, Margaret A.....WIRC, Hickory

North Dakota

Anderson, Helen.....KDIX, Dickinson
Davy, Leita.....KVNJ, Fargo
Graham, Peg.....KDIX, Dickinson
Kounouvsky, Rosella.....KLPM, Minot
Stevens, Darlene.....KBMW, Wahpeton

Ohio

Adams, Carol.....WHBC, Canton
Bahman, Alice.....WIZE, Springfield
Beath, Lib.....WBEX, Chillicothe
Beck, Catherine
Tele-Kitchen.....WLW-T, Cincinnati
Birbeck, Joyce.....WLIO, East Liverpool
Brady, Betty.....WLW, Cincinnati
Brown, Gloria.....WTAM, Cleveland
Casteel, Ellamae.....WKBN, Youngstown
Coon, Dorothy.....WTOL, Toledo
Cooper, Madge.....WMRN, Marion
Dawson, Pat.....WJEL, Springfield
Dennis, Lorell.....WTRF, Bellaire
De Vine, Sylvia.....WHIZ, Zanesville
Dingenary, Anne.....WICA, Ashtabula
Funnell, Mildred.....WTAM, Cleveland
Goodwin, Gretchen.....WHKK, Akron
Graham, Lucile.....WPAY, Portsmouth
Hamilton, Kay.....WSAI, Cincinnati
Hanson, Eleanor.....WHK, Cleveland
Houston, Jip.....WHKC, Columbus
Howard, Peg.....WTOL, Toledo
Lees, Patricia
Tele-Kitchen.....WLW-T, Cincinnati
Lyons, Ruth.....WLW, WLW-T, Cincinnati
Magno, Nina.....WADC, Akron
Monroe, Mary.....WCKY, Cincinnati
Mullin, Esther.....WGAR, Cleveland
Newton, Betty
WIZE, Springfield; WLEC, Sandusky
Patterson, Virginia Karns.....WLW-D, Dayton
Pruden, Penny.....WCPO-TV, Cincinnati
Renner, Frankie.....WADC, Akron
Ryan, Lucille.....WXEL, Cleveland
Sands, Paula.....WKRO-TV, Cincinnati
Sharp, Fern.....WBNS, WBNS-TV, Columbus
Shephard, Jeanne.....WLEC, Sandusky
Soule, Mildred.....WMOH, Hamilton
Stevens, Jane.....WJW, Cleveland
Straker, Easter.....WIMA, Lima

Wallace, Wilma.....WHKC, Columbus
Weston, Alice.....WEWS, Cleveland
Wilcox, Marian.....WLOK, Lima
Winslow, Louise.....WNBK, Cleveland
Wise, Madeline.....WHIO, Dayton
Wood, Ginny.....WSPD, Toledo
Zanes, Edwina A.....WBNS-TV, Columbus

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Oklahoma

Bannister, Joy.....KOME, Tulsa
Blanar, Estelle.....KVOO, Tulsa
Burns, Lucille.....KAKC, Tulsa
Causey, Barbara.....KCHE, El Reno
Clark, Mildred R.....KOTV, Tulsa
Cowden, Ruth.....KTJS, Hobart
Croft, Vera.....KTVL, Tulsa
Demis, Frances.....KRHD, Duncan
Edelen, Ilva.....WBBZ, Ponca City
Enos, Mrs. Mildred.....KSMI, Seminole
Johnson, Sybil.....WKY-TV, Oklahoma City
Kouri, Eleanor.....KTOW, Oklahoma City
McCartney, Marjorie.....KAKC, Tulsa
Nolen, Betty Hughes.....KADA, Ada
Quinan, Dorothy.....WKY-TV, Oklahoma City
Shaw, Susan.....KSWO, Lawton
Stokes, Eva.....KTJS, Hobart
Vassaur, Mary.....KMBG, Okmulgee
Ward, Elizabeth.....KTMC, McAlester
Wheeler, Mary.....KTAT, Frederick
Wright, LaRita.....KMUS, Muskogee

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Oregon

Arnold, Gere.....KUGN, Eugene
Baer, Grace.....KBKR, Baker
Copenhaver, Carley.....KWIL, Albany
Forsman, Doris.....KWRC, Pendleton
Frederickson, Roxie.....KPOJ, Portland
Holiday, Helen.....KBKO, Portland
Lanouette, Roberta.....KGW, Portland
Lee, Vivian.....KWJJ, Portland
Marcus, Shirley.....KGON, Oregon City
Nidever, Laura B.....KASH, Eugene
West, Kay.....KEX, Portland
Wilkinson, Patricia.....KYJC, Medford

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Pennsylvania

Anderson, Blanche.....WHOD, Homestead
Anderson, Mary E.....WCVI, Connellsville
Baker, Sally.....WSAN, Allentown
Ball, Jane Ellen.....WJAS, Pittsburgh
Barton, Betty
Features For Women...WFIL-TV, Philadelphia
Baseshore, Jane.....WACB, Kittanning
Beardmore, Marion.....WMCK, McKeesport
Bilbrew, Mrs. A. C.....WHAT, Philadelphia
Blair, Betty.....WILK, Wilkes-Barre
Blake, Lynn.....WNAE, Warren
Borne, Gladys.....WISR, Butler
Carter, Francis.....WAZL, Hazleton
Carter, Kay.....WLBR, Lebanon
Chilton, Ruth.....WJMJ, Philadelphia
Clark, Joan.....WLEU, Erie
Cramer, Alma.....WARD, Johnstown
Criss, Verna.....WHUM, Reading
Culkin, Anna.....WSCR, Scranton
Duffy, Mrs. James.....WAEB, Allentown
Fairchild, Laura.....WCMB, Lemoyne
Forman, Lynn.....WARM, Scranton
Foster, Eleanor R.....WHUN, Huntingdon
Fry, Betty.....WGPA, Bethlehem
Gardiner, Evelyn.....KDKA, Pittsburgh
Gibson, Jane.....KQV, Pittsburgh
Good, Pam.....WPAM, Pottsville
Grantham, Patricia.....WRYO, Rochester
Griffith, Margie.....WRTA, Altoona
Hale, Violet
Model Speaks, Window Shopping
WFIL-TV, Philadelphia
Harper, Zella Drake.....WIBG, Philadelphia
Heagy, Betsy.....WHBG, Harrisburg
Hertzog, Helen E.....WKAP, Allentown
Hill, Ann.....WACB, Kittanning
Huey, Lois.....WJSW, Altoona
Jones, Charlotte.....WNAE, Warren
Jones, Elsie.....WPWA, Chester
Jones, Mary.....WFIL, Philadelphia
Kerr, Shirley.....WKST, New Castle
Kirshman, Paula.....WCRO, Johnstown
Kohl, Mrs. June.....WBPZ, Lock Haven
Lindman, Jeanne N.....WVAM, Altoona
Lloyd, Rhona.....WPWA, Chester
McCoy, Rita.....WMRF, Lewiston
McGuire, Frances
Meet Frances McGuire...WFIL-TV, Philadelphia
Markley, Peggy.....WRTA, Altoona
Micheals, Millie.....WFBG, Altoona
Montgomery, Adele.....WAKIN, Kittanning
Morgan, Mary.....WILK, Wilkes-Barre
Mulrooney, Margaret.....WQAN, Scranton
Ray, Ruth.....WRYO, Rochester
Rickless, Sybil.....WERC, Erie
Ross, Janet.....KDKA, Pittsburgh
Rothmn, Harriet.....WCMB, Lemoyne
Sandro, Florence.....WCAE, Pittsburgh
Schilbe, Patricia.....WPAM, Pottsville
Scott, Romaine.....WPPA, Pottsville
Slotta, Helen.....WPIC, Sharon
Vernon, Lolly.....WHUM, Reading
Wagner, Eleanor.....WESA, Charleroi
Ward, Dorothy.....WISL, Shamokin
Welles, Ruth.....KYW, Philadelphia
Yaple, Hy.....WICU, Erie

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Rhode Island

Bornstein, Anita.....WKIB, Providence
Clement, Cecil.....WRJM, Newport
Gunning, Betty.....WFCI, Providence
Wallace, Carolyn.....WEAN, Providence

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South Carolina

Baum, Pearl.....WCSC, Charleston
Bethley, Betty (Mrs. J. Hedrick)
WRNO, Orangeburg
Burt, Jean.....WLBG, Laurens
Craig, Mary Brown.....WGCD, Chester
Eaton, Marguerite McC.....WJMX, Florence
Glover, Beulah.....WALD, Walterboro
Lyon, Sandra.....WPAL, Charleston
Rhett, Alicia.....WTMA, Charleston
Smith, Veila.....WJMX, Florence
Tyner, Frances Bass.....WHSC, Hartsville
Welbern, Alice.....WAIM, Anderson
Wentworth, Alice.....WHAN, Charleston
Wyman, Alice.....WFBC, Greenville

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South Dakota

Baxter, Bee.....KSOO, Sioux Falls
Daye, Doris.....KWAT, Watertown
Horten, Marie.....KELO, Sioux Falls
Lynn, Bill.....KDSJ, Deadwood
Moore, Lois.....KISD, Sioux Falls
Speece, Wynn.....WNAX, Yankton
Weidman, Olive Ann.....KOTA, Rapid City

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Tennessee

Barnard, George.....WDOD, Chattanooga
Browne, Olivia.....WMC, WMCT, Memphis
Cooney, Marjorie.....WSM, Nashville
Friberg, Alice.....WJHL, Johnson City
Graves, Lucille.....WGNS, Murfreesboro
Gullickson, Flo.....WDXB, Chattanooga
Jamieson, Ruth G.....WATO, Oak Ridge
Kendall, Nell.....WHUB, Cookeville
Lasater, Martha.....WTPR, Paris
Ledford, Peggy.....WKGN, Knoxville
Level, Evelyn.....WHAL, Shelbyville
Love, Nancy.....WDEF, Chattanooga
McCullough, Mary.....WKGN, Knoxville
Monroe, Willa.....WDIA, Memphis
Mulherin, Mary Jo.....WTJS, Jackson
Parker, Mrs. H. D.....WAGC, Chattanooga
Russell, Ann.....**WSM, Nashville**
Smith, Druce.....WDOD, Chattanooga
Smith, Rea.....WMCT, Memphis
Smithdeal, Patty.....WETB, Johnson City
Thompson, J. Katherine.....WIBK, Knoxville
Tribble, Martha.....WGNS, Murfreesboro
Van Hoy, Shirley.....WHBQ, Memphis
Walker, Mary.....WROL, Knoxville
Watson, Judy.....WQPI, Bristol

Texas

Adkins, Denise . . . . . KMAE, McKinney
Allen, Martha . . . . . KHBR, Hillsboro
Althause, Arlene . . . . . KEVT, Kerrville
Appleman, JoAnne . . . . . KTRE, Lufkin
Ballew, Miss Jewel . . . . . KWHI, Brenham
Barras, Lee . . . . . KPAC, Port Arthur
Barry, Alice . . . . . KEPO, El Paso
Benell, Julie . . . . . WFAA, Dallas
Bush, Janet . . . . . KGVL, Greenville
Carter, Charlotte . . . . . KSEL, Lubbock
Chesser, Mrs. Richard . . . . . KOGT, Orange
Clark, Helena . . . . . KRBC, Abilene
Cox, Dorothy . . . . . KRRV, Sherman-Denison
Dickson, Lahoma . . . . . KDWT, Stamford
Dees, Mildred Lyon . . . . . KXYZ, Houston
Doss, Thelma . . . . . KORC, Mineral Wells
Dowd, Nell . . . . . KDSX, Denison
Durst, Nellie G. . . . . KNAF, Fredericksburg
Ewing, LaVerne . . . . . KIOX, Bay City
Farmer, Margaret . . . . . KOSA, Odessa
Fisher, Mrs. Peggy . . . . . KFYO, Lubbock
Fowler, Aleena . . . . . KFDX, Wichita Falls
Garland, Mary Jo . . . . . KSTA, Coleman
Grutze, Mrs. Marian . . . . . KFYO, Lubbock
Hampton, Helen . . . . . KRUN, Ballinger
Hancock, Jin . . . . . KXOL, Ft. Worth
Harris, Frances Kay . . . . . KGBC, Galveston
Hawkins, Louise . . . . . KIUN, Pecos
Healy, Mrs. Tim . . . . . KIXL, Dallas
Houston, Katie . . . . . KTHT, Houston
Leach, Carol . . . . . KTAN, Sherman
McDonald, Margaret . . . . . KAMQ, Amarillo
Manske, Mrs. . . . . KULP, El Campo
Marchbanks, Lois . . . . . WFDM, Beaumont
Momsen, Margaret . . . . . KELP, El Paso
Moon, Virginia . . . . . KTRM, Beaumont
Murdock, Edith . . . . . KBST, Big Spring
Newman, Doris . . . . . KNEL, Brady
Pratt, Clara . . . . . KSEL, Lubbock
Pruitt, Katie . . . . . KOLE, Port Arthur
Randal, Sharley . . . . . KROD, El Paso
Roberts, Juanita . . . . . KOLE, Port Arthur
Rutherford, Wilma . . . . . WBAP-TV, Fort Worth
Smart, Anna O. . . . . KRBC, Abilene
Tharp, Agda . . . . . KVIC, Victoria
Wade, Virginia . . . . . KRIC, Beaumont
Welch, Jean . . . . . KGKL, San Angelo
Wilkinson, Lilyan . . . . . KPBX, Beaumont
Zollards, Betty . . . . . KXYZ, Houston

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Utah

Baker, Betty . . . . . KLO, Ogden
Greaves, Anne . . . . . KCSU, Provo
Fish, Marie . . . . . KUTA, Salt Lake City
Howe, Louise Hill . . . . . KSL, Salt Lake City
Lee, June . . . . . KUTA, Salt Lake City
Masters, Margaret . . . . . KSL, Salt Lake City
Mower, June . . . . . KOVO, Provo
Perry, Phyllis . . . . . KALL, Salt Lake City
Scott, Mary Elizabeth . . . . . KBUH, Brigham

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Vermont

Casey, Wynne . . . . . WJOY, Burlington
Nowlin, Eleanor . . . . . WCAX, Burlington
Wilson, Anne . . . . . WSKI, Montpelier

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Virginia

Barton, Ginny . . . . . WFAX, Falls Church
Brandt, Gloria . . . . . WEAM, Arlington
Calden, Hazel . . . . . WHAP, Hopewell
Grigg, Becky . . . . . WDVA, Danville
Harding, Barbara . . . . . WMVA, Martinsville
Lane, Jerry . . . . . WMBG, Richmond
Lockwood, Della . . . . . WVEC, Hampton
Packard, Louise . . . . . WLOW, Norfolk
Poindexter, Ella . . . . . WHLF, South Boston
Powell, Shirley . . . . . WLOW, Norfolk
Roberts, Lyn . . . . . WWOD, Lynchburg
Sherrin, Jacqueline . . . . . WDVA, Danivlle
Sumner, Mrs. Grace . . . . . WCAV, Norfolk
White, Alice Brewer . . . . . WTAR, Norfolk

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Washington

Bennett, Mrs. Elverna . . . . . KSEM, Moses Lake
Brown, Beverly . . . . . KIT, Yakima
Bussard, Adaline . . . . . KWWB, Walla Walla
Clark, Gail . . . . . KTBI, Tacoma
Donovan, Bea . . . . . KING-TV, Seattle
Haugen, Ruth . . . . . KIMA, Yakima
Hendrick, Harriet . . . . . KTW, Seattle
Johnson, Lois . . . . . KXRO, Aberdeen
Kane, Sharon . . . . . KOL, Seattle
Kendall, Marjorie . . . . . KXLE, Ellensburg
Lane, Judith . . . . . KIRO, Seattle
Larsen, Jane . . . . . KWNW, Wenatchee
Lee, Dorothy . . . . . KPQ, Wenatchee
May, Katherine . . . . . KIT, Yakima
Smith, Margaret . . . . . KHQ, Spokane
Sterling, Ann . . . . . KJR, Seattle
Storms, Edna . . . . . KGA, Spokane
Wise, Elaine . . . . . KVOS, Bellingham
Wise, Katherine . . . . . KOMO, Seattle

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West Virginia

Baughman, Jean E. . . . . WBLK, Clarksburg
Boyd, Betty . . . . . WAJR, Morgantown
Crotty, Mrs. Nancy . . . . . WLOH, Princeton
Dale, Pat . . . . . WCAW, Charleston
Dawson, Ann . . . . . WGKV, Charleston
Garner, Charlotte . . . . . WSAZ, Huntington
Jones, Ginny . . . . . WMON, Montgomery
Jones, Lois . . . . . WPAR, Parkersburg
Jordan, Mary . . . . . WKNA, Charleston
McGeary, Ruth . . . . . WPAR, Parkersburg
Porta, Barbara . . . . . WTIP, Charleston
Ruoss, Jane . . . . . WCHS, Charleston
Wheeler, Nancy . . . . . WVVW, Fairmont
Yoke, Joan . . . . . WCOM, Parkersburg

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Wisconsin

Barrett, Beverlee . . . . . WLDY, Ladysmith
Bock, Edith . . . . . WOSH, Oshkosh
Buri, Irene . . . . . WLIP, Kenosha
Carlson, Rosamund . . . . . WRFW, Eau Claire
Chamberlain, Mary Ann . . . . . WJPG, Green Bay
Day, Helen . . . . . WMAW, Milwaukee
Dittman, Beverly . . . . . WKTY, LaCrosse
Griem, Breta . . . . . WTMJ-TV, Milwaukee
Heiden, Marion . . . . . WHBL, Sheboygan
Kenny, Helen . . . . . WAUX, Waukesha
Knutson, Ulamae . . . . . WDLB, Marshfield
Kortendick, Phyllis . . . . . WDUZ, Green Bay
Landre, Lenore . . . . . WRJN, Racine
Leet, Mrs. . . . . WLIP, Kenosha
Logan, Mary . . . . . WBAY, Green Bay
Mac, Telen . . . . . WRJN, Racine
Markward, Joann . . . . . WISC, Madison
Mensing, Ruthe . . . . . WMAM, Marinette
Olin, June . . . . . WLCX, LaCrosse
Peterson, Helen . . . . . WLDY, Ladysmith
Rudesill, Ruth Ann . . . . . WFHR, Wisconsin Rapids
Thomsen, Christie . . . . . WBEL, Beloit

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Wyoming

Clausen, Harriet . . . . . KOVE, Lander
Dorr, Mrs. Ruth . . . . . KOVE, Lander
Green, Loraine . . . . . KOWB, Laramie
O'Brien, Margaret . . . . . KFBC, Cheyenne
Spracklin, Nova . . . . . KWYO, Sheridan

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Alaska

Briggs, Mrs. Ruth A. . . . . KENI, Anchorage
Matthews, Kay . . . . . KFAR, Fairbanks

•

Hawaii

Bradley, Phylis . . . . . KMVI, Wailuku, Maui
Keahi, Winona . . . . . KTOH, Lihue, Kauai
Shaefer, Mary . . . . . KULA, Honolulu

•

Puerto Rico

Clavell, Nellie . . . . . WPAB, Ponce
de Cuebas, Laura Honore . . . . . WAEL, Mayaguez
de Martinez, Blanca Luna . . . . . WORA, Mayaguez
Feliciano, Lersi . . . . . WIBS, San Juan
Herrero, Queca . . . . . WAPA, San Juan
Pales, Ester . . . . . WIAC, San Juan
Rodriguez, Sofia . . . . . WKAQ, San Juan

Managers and Agents

Address and Telephone Numbers of Talent Representatives in New York, Los Angeles and Chicago

☆ NEW YORK ☆

Alexander, Willard, Inc.
30 Rockefeller Plaza .....CIrcle 6-4224
Appell, James S.
400 Madison Ave.....PLaza 3-7840
Ashley, Ted
545 Fifth Ave.....MUrray Hill 7-0576
Becker, V. S. Advertising Service
562 Fifth Ave.....LUxembourg 2-1040
Bestry, Harry
1776 Broadway .....CIrcle 6-7094
Briscoe & Goldsmith, Inc.
522 Fifth Ave.....MUrray Hill 2-6244
Brooks, Ted
134 East 57th St.....PLaza 9-1344
Century Artists, Ltd.
38 East 57th St.....PLaza 3-1030
Chase, Cleveland B. Co., Inc.
424 Madison Ave.....ELdorado 5-1591
Coe, Roberts Associates
366 Madison Ave.....VAnderbilt 6-3417
Collins, Ted
1819 Broadway .....CIrcle 7-0094
Columbia Artists Management, Inc.
113 West 57th St.....CIrcle 7-6900
Consolidated Radio Artists, Inc.
30 Rockefeller Plaza.....COlumbus 5-3580
Cooper, Frank Associates
521 Fifth Ave.....VAnderbilt 6-5661
DeGroot, Roy Consultants, Inc.
551 Fifth Ave.....MUrray Hill 7-9135
Downey, Wallace, Inc.
1819 Broadway .....CIrcle 6-6646
Ebbins, Milt
1270 Sixth Ave.....CIrcle 7-2160
Evans & Weinhold
113 West 57th St.....CIrcle 7-6900
Fadiman Associates, Ltd.
1501 Broadway.....LAckawanna 4-3544
Famous Artists Corp. of N. Y.
610 Fifth Ave.....CIrcle 7-6200
Fanchon & Marco, Inc.
1501 Broadway.....CHickering 4-3956
Fenton, Mildred
40 East 49th St.....PLaza 9-8266
Frederick Bros. Agency, Inc.
67 W. 44th St.....MUrray Hill 7-2033
Gale, Inc.
48 West 48th St.....PLaza 7-7100
General Artists Corp.
1270 Sixth Ave.....CIrcle 7-7543
Getts, Clark H.
430 Park Ave.....PLaza 0-0910
Gibbs, John E., & Co.
30 Rockefeller Plaza.....COlumbus 5-7504
Glaser, Joe, Inc.
745 Fifth Ave.....PLaza 9-4600
Goodman, Martin
Warwick Hotel .....JUdson 6-1180
Greshler, Abner J.
1270 Sixth Ave.....CIrcle 7-3025
Grossman, Al
1270 Sixth Ave.....CIrcle 5-8422
Haensel & Jones
113 West 57th St.....CIrcle 7-6900
Hahlo, Sylvia
711 Fifth Ave.....PLaza 9-6000
Hanna, Mark
654 Madison Ave.....TEmpleton 8-8730
Hayward, Leland, Ltd.
250 W. 57th St.....JUdson 6-2580
Hesse & McCaffrey
501 Madison Ave.....ELdorado 5-1076
Hurok Attractions, Inc.
711 Fifth Ave.....PLaza 9-6000
International Artists Corp.
420 Madison Ave.....PLaza 9-7490
Karn, Estella H.
49 West 45th St.....LUxembourg 2-2170
Kerr, Bob
1270 Sixth Ave.....COlumbus 5-8051
Leddy, Mark J.
48 West 48th St.....PLaza 7-3760
Lengel, William C. Literary Associates
67 West 44th St.....MUrray Hill 2-3606
Lipset, Benjamin B.
1350 Broadway.....CHickering 4-2466
Leipzig, Syd
730 Fifth Ave.....CIrcle 5-7980
Lyons, A. & S., Inc.
515 Madison Ave.....PLaza 3-5181
Management Corp. of America
598 Madison Ave.....PLaza 9-7500
Metro Artist Bureau
730 Fifth Ave.....CIrcle 6-8470
Michaud, Arthur T.
1619 Broadway .....CIrcle 7-2900
Mindling, Louis A.
113 West 57th St.....CIrcle 5-5370
Morris, William Agency, Inc.
1270 Sixth Ave.....CIrcle 7-2160
Moses, John H.
730 Fifth Ave.....CIrcle 6-2677
Music Corp. of America
598 Madison Ave.....PLaza 9-7500
National Concert & Artists Corp.
711 Fifth Ave.....PLaza 9-6000
National Radio & Theatrical Bureau
1650 Broadway .....JUdson 6-3550
North, Meyer B.
1564 Broadway .....PLaza 7-3445
O'Connor, John
1697 Broadway .....CIrcle 5-4920
Okun, Lillian
2 West 67th St.....TRafalgar 7-8916
Pratt, Ben
322 East 50th St.....PLaza 8-0593
Richard, Max
1776 Broadway .....PLaza 7-6414
Roberts, Bob Levitt
806 Seventh Ave.....JUdson 6-0026
Roberts, Kay
420 Madison Ave.....PLaza 9-7490
Shurr, Louis
1501 Broadway.....CHickering 4-8240
Simon, Arthur
420 Madison Ave.....PLaza 9-7490
Small, Franklin H.
149 West 51st St.....JUdson 6-0128
Souvaine, Henry, Inc.
30 Rockefeller Plaza.....CIrcle 7-5666
Special Attractions, Inc.
48 West 48th St.....PLaza 7-3380
Stanley, Aileen
1619 Broadway .....PLaza 7-6779
Stark, Wilbur
551 Fifth Ave.....MUrray Hill 7-6320
Storer, Douglas F.
1270 Sixth Ave.....CIrcle 7-6325
Vallon, Mike
1270 Sixth Ave.....CIrcle 7-0162
Waible, Fred
400-A E. 56th St.....ELdorado 5-2372

Wilson, Roy
444 Madison Ave. . . . . PLaza 9-4961
Wolf Associates, Inc.
420 Madison Ave. . . . . PLaza 5-7620
Yost, Ben Enterprises
1650 Broadway . . . . . CIrcle 6-6532

☆ LOS ANGELES ☆

Allen Larry, Inc.
6381 Hollywood Blvd. (28) . . . HEmpstead 0421
Artists Agency Corp.
9121 Sunset Blvd. (46) . . . . . CRestview 6-1071
Bergerman, Stanley & Co.
9629 Brighton Way (B.H.) . . CRestview 6-3196
Bernie, Herman
208 S. Beverly Dr. (B.H.) . . . . CRestview 5-0117
Bloom, Phil, Agcy.
8056 Sunset Blvd. . . . . CRestview 4-6064
Business Administration Co.
360 N. Camden Dr. (B.H.) . . . CRestview 6-7071
Century Artists, Ltd.
6331 Hollywood Blvd. (28) . . . . HUdson 2-1288
Crosby, Everett N., Ltd.
9028 Sunset Blvd. (46) . . . . . BRadshaw 2-2771
Dolan, Ken, & Co.
1556 N. Wilcox Ave. (28) . . . HOllywood 9-3558
Famous Artists Corp.
9441 Wilshire Blvd. (B.H.) . . CRestview 1-5222
Federal Artists Corp.
8734 Sunset Blvd. (46) . . . . . CRestview 5-5251
Ferry & Pickman
448 S. Canon Dr. (B.H.) . . . . . CRestview 5-4588
Frederick Bros. Agcy. Inc.
214 N. Canon Dr. (B.H.) . . . . CRestview 1-6244
General Artists Corp.
9028 Sunset Blvd. (46) . . . . . CRestview 1-8101
Gertz, Mitchell Agcy., Inc.
240-242 S. Beverly Dr. (B.H.)
CRestview 4-5491
Goldstone-Willner Agcy.
9121 Sunset Blvd. (46) . . . . . CRestview 6-1071
Hamilburg, Mitchell, Jr.
8776 Sunset Blvd. (46) . . . . . CRestview 5-4171
Hartford Agcy., The
244 N. Canon Dr. (B.H.) . . . . CRestview 5-5416
Irwin, Lou, Inc.
9134 Sunset Blvd. (46) . . . . . CRestview 1-7131
Jaffe, Sam, Agcy.
8553 Sunset Blvd. (46) . . . . . CRestview 6-6121
Kohner, Paul, Inc.
9169 Sunset Blvd. (46) . . . . . CRestview 1-5165
Kramer, Earl Agcy.
204 S. Beverly Drive (B.H.) . . CRestview 6-2338
Kurtze, Jack, Agcy.
214 N. Canon Dr. (B.H.) . . . . CRestview 4-5403
Levee-Stark, Inc.
8782 Sunset Blvd. (46) . . . . . CRestview 1-5781
Lyons, A. & S., Inc.
177 S. Beverly Drive (B.H.) . . CRestview 1-6131
MCA, Ltd.
9370 Santa Monica Blvd. (B.H.)
CRestview 6-2001
McConkey Artists Corp.
Hollywood Roosevelt Hotel (28)
HEmpstead 7141
Morris, Wm., Agency, Inc.
202 N. Canon Drive (B.H.) . . CRestview 1-6161
National Concert & Artists Corp.
427 W. 5th St. (13) . . . . . MAdison 9-1241
Orsatti Agcy., The
300 S. Beverly Dr., (B.H.) . . . CRestview 6-6241
Phillips, Ed Paul, Agcy.
6533 Hollywood Blvd. (28) . . . . HUdson 2-7245
Preminger, Inge, Agcy.
204 S. Beverly Dr. (B.H.) . . . CRestview 6-8775
Radio Artists Corp.
416 N. Bedford Ave. (B.H.) . . CRestview 1-7111
Radio Registry
1519 Cross Rds. of the World . . HIllside 8321
Rocamora, Wynn
8584 Sunset Blvd. (46) . . . . . CRestview 4-5431
Rosenberg, George, Agcy., Inc.
211 S. Beverly Dr. (B.H.) . . . . CRestview 1-8121
Rush, Art, Inc.
6277 Selma Ave. (28) . . . . . HIllside 5161
Saphier, James L., Agcy., Inc.
9538 Brighton Way (B.H.) . . CRestview 1-7231
Salkow, Agcy., Ted.
9119 Sunset Blvd. (46) . . . . . CRestview 1-9134
Sharpe, Don W.
8743 Sunset Blvd. (46) . . . . . CRestview 6-2044
Schwartz Agcy.
8749 Sunset (46) . . . . . CRestview 4-6301
Shauer, Melville A., Agcy.
9120 Sunset Blvd. (46) . . . . . CRestview 1-1103
Sherman, Edward, Agcy.
8580 Sunset Blvd. (46) . . . . . CRestview 5-0186
The Small Co.
8272 Sunset Blvd. (46) . . . . . HOllywood 9-2722
Shurr, Louis Agcy.
327 North Rodeo Dr. (B.H.) . CRestview 1-1116
Somlyo, E. T., Agcy.
242 N. Canon Dr. (B.H.) . . . . CRestview 6-2041
Stempel-Olenick Agcy.
717 N. La Cienega Blvd. (46) . CRestview 1-7141
Wendling, Charles
9156 Sunset Blvd. (46) . . . . CRestview 6-2348
Winkler, Daniel M.
9470 Santa Monica Blvd. (B.H.)
CRestview 1-7244
Winkler, Frank
1107 N. Western Ave. (27) . . HOllywood 9-8351

☆ CHICAGO ☆

Norman Alexandroff Artists' Bureau
410 S. Michigan Ave. . . . . WAbash 2-6761
Benn Theatrical Agency
64 West Randolph St. . . . . DEarborn 2-6850
Consolidated Radio Artists of Ill.
32 W. Randolph St. . . . . FRanklin 2-8300
Ellsworth, W. M.
75 E. Wacker Drive. . . . . CEntral 6-0942
General Artists Corp.
360 N. Michigan Ave. . . . . STate 2-6288
Gumbiner Management Co.
120 S. LaSalle St. . . . . STate 2-0248
Jack & Jill Players Radio Artists Co.
180 E. Delaware St. . . . . DElaware 7-7334
Lear Productions Corp., Les
139 No. Clark St. . . . . FRanklin 2-2100; 2-7840
ANdover 3-7233
Levin, W. Biggie
612 N. Michigan Ave. . . . . SUperior 7-0506
Lutz, Estelle, Artists Bureau
25 E. Jackson. . . . . HArrison 7-3435
Morris, William, Agency
203 N. Wabash Ave. . . . . STate 2-3632
Morse, Sidney P.
203 N. Wabash Ave. . . . . CEntral 6-3353
Music Corporation of America
430 N. Michigan Ave. . . . . DElaware 7-1100
National Concert & Artists Corp.
105 W. Adams St. . . . . DEarborn 2-5813
Parks, James & Co.
333 N. Michigan Ave. . . . . CEntral 6-7980
Schuster, Milton
127 North Dearborn St. . . . . DEarborn 2-3633
WLS Artists Bureau
120 W. Washington Blvd. . . . . MOnroe 6-9700

PROGRAMS

Commercially Sponsored

□

Title

□

Advertiser and Product

□

Network

□

Advertising Agency

NINETEEN FIFTY

Complete Listing of Major Networks —Commercial Programs of 1949—

The following pages contain a complete alphabetical listing by program title of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1949. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Abbreviations: PC, Pacific Coast.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
A Date With Judy	Lewis-Howe Co. Tums	NBC	Roche, Williams & Cleary, Inc. Dancer-Fitzgerald-Sample, Inc.
A Day in the Life of Dennis Day	Colgate-Palmolive Peet Co. Colgate Dental Cream, Palmolive Soap, Lustre-Creme	NBC	Ted Bates, Inc.
A Life In Your Hands	Brown & Williamson Tobacco Co. Raleigh Cigarettes	NBC	Russel M. Seeds Co., Inc.
Address by Mr. Earl Bunting	Nat'l. Assn. of Manufacturers Institutional	ABC	Benton & Bowles, Inc.
Adventures of Ozzie & Harriet	H. J. Heinz Co 57 Varieties	ABC	Maxon, Inc.
Adventures of Ozzie & Harriet	International Silver Co. Silver	CBS	Young & Rubicam, Inc.
Adventures of Ozzie & Harriet	International Silver Co. Silver	NBC	Young & Rubicam, Inc.
Adventures of Sam Spade	Wildroot Co., Inc. Wildroot Cream Oil, Hair Toni-	NBC	Batten, Barton, Durstine & Osborn, Inc.
Adventures of Sam Spade	Wildroot Co., Inc. Cream Oil, Shampoo	CBS	Batten, Barton, Durstine & Osborn, Inc.
Adventures of Sherlock Holmes	Petri Wine Co. Petri Wine	ABC	Young & Rubicam, Inc.

Adventures of the Thin Man	Kaiser-Frazer Corp. Automobiles	MBS	William H. Weintraub Co. New York
Afternoon Final	Fisher Flouring Mills Co. Fisher's Cereal and Flour Products	ABC-PC	Pacific National Advertising Agency
Against the Storm	Philip Morris & Co., Ltd. Cigarettes	MBS	Cecil & Presbrey New York
Aldrich Family	General Foods Corp. Jello, Jello Products	NBC	Young & Rubicam, Inc.
All American Soap Box Derby	General Motors Corp., Chevrolet Div. Chevrolet Cars	CBS	Campbell-Ewald Co., Inc.
All Star Baseball Games	Gillette Safety Razor Corp. Gillette Safety Blades and Razors	MBS	Maxon, Inc. New York
The Fred Allen Show	Ford Motor Co. Motor Cars and Service	NBC	J. Walter Thompson Co.
American Album of Familiar Music	Sterling Drug Co Bayer Aspirin	NBC	Dancer, Fitzgerald, Sample, Inc.
American Radio Warblers	American Bird Products, Inc. Bird Foods	MBS	Weston-Barnett
Amos 'n' Andy	Lever Brothers Co. Rinso	CBS	Ruthrauff & Ryan, Inc.
Anacin Hollywood Star Theatre	Whitehall Pharmcal Co. Kolynos, Anacin	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Anniversary	Hudson Motor Co. Automobiles	MBS	Brooke, Smith, French & Dorrance Detroit
Armstrong Theater of Today	Armstrong Cork Co. Armstrong Quaker Rugs, Linoleum Products, Floor Coverings	CBS	Batten, Barton, Durstine & Osborn, Inc.
Aunt Jenny	Lever Bros. Co. Spry	CBS	Ruthrauff & Ryan, Inc.
Aunt Mary	Albers Milling Co. Albers Quick Oats	NBC-PC	Erwin, Wasey & Co., Ltd.
Gene Autry Show	Wm. Wrigley Jr., Co. Chewing Gum	CBS	Ruthrauff & Ryan, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Backstage Wife	**Sterling Drug Co.** Dr Lyon's Tooth Powder and Paste, Double Danderine, Astring-O-Sol	NBC	Dancer, Fitzgerald, Sample, Inc.
The Baptist Hour	**Southern Baptist Convention** Institutional	ABC	Liller, Neal & Battle
Red Barber's Club House	**U. S. Army & U. S. Air Force Recruiting Services** Recruiting Services	CBS	Gardner Advertising Co.
Bekins Hollywood Music Hall	**Bekins Van & Storage Co.** Storage	CBS-PC	Brooks Advertising Agency
Belmont Stakes	**Gillette Safety Razor Co.** Shaving Cream, Safety Razors and Blades	CBS	Maxon, Inc.
Jack Benny Show	**American Tobacco Co.** Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn, Inc.
Jack Berch Show	**Prudential Insurance Co.** Insurance	NBC	Benton & Bowles, Inc.
Milton Berle Show	**Texas Co** Gasoline, Motor Oil	ABC	Kudner Agency, Inc.
Beulah	**Procter & Gamble Co.** Dreft	CBS	Dancer-Fitzgerald-Sample, Inc.
Big 'n' Little Club	**Dr. Posner's Scientific Shoes for Children** Shoes	ABC	Hirshon-Garfield Agency
Big Sister	**Procter & Gamble Co.** Drene, Ivory Soap, Spic & Span, Tide	CBS	Compton Advertising Inc.
The Big Story	**American Cigarette & Cigar Co.** Pall Mall Cigarettes	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Big Town	**Lever Bros. Co.** Lifebuoy	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Blondie	**Colgate-Palmolive Peet Co.** Colgate Dental Cream, Supersuds	NBC	William Esty Co., Inc.
Boston Blackie	**Lucern Milk Co. Div. of Safeway Stores, Inc.** All Products	CBS-PC	J. Walter Thompson Co.
Blue Book of Sports	**U. S. 6th Army Command** Recruiting	ABC-PC	Russell, Harris & Wood, Inc.

Break the Bank	**Bristol-Myers** Ipana, Mum, Vitalis	ABC	Doherty, Clifford & Shenfield, Inc.
Break the Bank	**Bristol-Myers Co.** Ipana, Vitalis	NBC	Doherty, Clifford & Shenfield, Inc.
Breakfast Club	**Swift & Co** Meat, Meat Products, Shortening, Cooking Oils	ABC	J. Walter Thompson Co.
Breakfast Club	**Philco Corp.** Refrigerators, Radios, Freezers, Air Conditioning, TV Receivers	ABC	Hutchins Advertising Co., Inc.
Breakfast Club	**General Mills, Inc.** Kix, Wheaties, Gold Medal Kitchen Tested Flour	ABC	Tatham-Laird, Inc.
Fanny Brice-Baby Snooks	**Lewis-Howe Co** Tums	NBC	Dancer-Fitzgerald-Sample, Inc.
Bride and Groom	**Sterling Drug, Inc.** Phillips Toothpaste, Milk of Magnesia Tablets, Creams, Mulsified Shampoo	ABC	Dancer-Fitzgerald-Sample, Inc.
Brighter Day	**Procter & Gamble Co.** Ivory Flakes	CBS	Compton Advertising, Inc.
The Brighter Day	**Procter & Gamble Co.** Dreft	NBC	Dancer, Fitzgerald, Sample, Inc.
Burns & Allen Show	**Block Drug Co., Inc.** Amm-i-dent Toothpowder	CBS	Cecil & Presbrey, Inc.
Burns & Allen	**General Foods Corp.** Maxwell House Coffee	NBC	Benton & Bowles, Inc.

C

California Caravan	**California Medical Assn.** Physician's Service	ABC-PC	Lockwood, Shackelford Advertising
Call The Police	**Lever Bros. Co.** Rinso	CBS	Ruthrauff & Ryan, Inc.
Camel Screen Guild Theatre	**R. J. Reynolds Co.** Camel Cigarettes	NBC	William Esty & Co., Inc.
Erwin D. Canham	**Christian Science Publishing Society** The Christian Science Monitor	ABC	H. B. Humphrey Co.
Judy Canova Show	**Colgate-Palmolive Peet Co.** Palmolive Shave Cream and Soap	NBC	Ted Bates & Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The Eddie Cantor Show	**Pabst Sales Co.** Pabst Blue Ribbon Beer	NBC	Warwick & Legler, Inc.
Captain Midnight	**The Wander Co.** Ovaltine	MBS	Hill Blackett Co.
Carnation Contented Hour	**Carnation Co.** Evaporated Milk	NBC	Erwin, Wasey & Co., Ltd.
Carnation Family Party	**Carnation Co.** Milk Products	CBS-PC	Erwin, Wasey & Co., Ltd.
Carnegie Hall	**American Oil Co.** Amoco Gas and Oil, Tires	ABC	Joseph Katz Co.
Jack Carson Show	**General Foods Corp.** Sanka, Instant Sanka	CBS	Young & Rubicam, Inc.
Cavalcade of America	**E. I. duPont de Nemours & Co., Inc.** Institutional	NBC	Batten, Barton, Durstine & Osborn, Inc
Cerdan-LaMotta Fight	**P. Ballantine & Sons** Beer and Ale	MBS	J. Walter Thompson New York
Challenge of the Yukon	**Quaker Oats Co.** Quaker Puffed Wheat, Sparkies	ABC	Sherman & Marquette, Inc.
Champion Roll Call	**Champion Spark Plug** Spark Plugs	ABC	MacManus, John & Adams, Inc.
Chance of a Lifetime	**Brunner-Ritter, Inc.** Bretton Watch Bands, Bracelets	ABC	Raymond Spector Co., Inc.
Chandu, the Magician	**White King Products Co.** White King Soap Products	MBS	Raymond R. Morgan Hollywood
Ezzard Charles-Gus Lesnevich Heavyweight Championship Fight	**Gillette Safety Razor Co.** Probak, Valet Auto Strop Safety, Razor and Blades	ABC	Maxon, Inc.
Charlie McCarthy Program	**Coca-Cola Co.** Coca-Cola	CBS	D'Arcy Advertising Co., Inc.
Chesterfield Supper Club	**Liggett & Myers Tobacco Co.** Chesterfield Cigarettes	NBC	Newell-Emmett Co.
Choral Festival	**Stanley Home Products** Kitchen Equipment	ABC	Direct
Choraliers with Eugene Lowell	**Longines-Wittnauer Watch Co., Inc.** Wittnauer Watches	CBS	Victor A. Bennett Co., Inc.
Circle Arrow Show	**Western Auto Supply Co.** Automobile Accessories and Household Appliances	NBC	Bruce B. Brewer & Co.

Cities Service Band of America	Cities Service Co. Gas and Oil	NBC	Ellington & Co., Inc.
Betty Clark Sings	P. J. Ritter Co. Ritter's Catsup, Chili Sauce, Relish	ABC	The Clements Co., Inc.
Club 15 with Bob Crosby, Andrew Sisters, Margaret Whiting, The Modernaires	Campbell Soup Co. Franco-American Products	CBS	Ward Wheelock Co.
Club Time	Club Aluminum Products Aluminum Household Utensils	ABC	Leo Burnett Co., Inc.
Confidential Closeups	Animal Foundation, Inc. Hunt Club Dog Food	NBC	Comstock, Duffes & Co.
Contented Hour	Carnation Co. Evaporated Milk	CBS	Erwin, Wasey & Co., Inc.
Corliss Archer	Electric Companies Advertising Program Institutional	CBS	N. W. Ayer & Son, Inc.
Cotton Bowl Football	R. J. Reynolds Tobacco Co. Camels	MBS	William Esty & Co., Inc.
Counter Spy	Pepsi-Cola Co. Pepsi Cola, Everyess	ABC	The Biow Co., Inc.
County Fair	The Borden Co. All Products	CBS	Kenyon & Eckhardt, Inc.
Crime Photographer	The Toni Co., Div. of Gillette Safety Razor Co. Toni Home Permanent Wave, Creme Shampoo	CBS	Foote, Cone & Belding
Crime Photographer	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Betty Crocker Magazine of the Air	General Mills Gold Medal Flour, Bisquick Cake Flour, Ginger Cake	ABC	Dancer-Fitzgerald-Sample, Inc.
Bing Crosby Program	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	CBS	Newell-Emmett Co.
Bing Crosby Wheaties Baseball	General Mills, Inc. All Products	CBS	Knox Reeves Advertising Inc.
The Bob Crosby Show	Pet Milk Corp. Evaporated Milk	NBC	Gardner Advertising Co.
Curtain Time	Mars, Inc Candy	NBC	Grant Advertising Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The D & H Miners	**Hudson Coal Co.** Coal	NBC	The Clements Co., Inc.
Date With Judy	**Revere Camera Co.** Movie Cameras, Projectors, Accessories	ABC	Roche, Williams & Cleary, Inc.
David Harum	**B. T. Babbitt, Inc.** Bab-O, Glim	CBS	Duane Jones Co., Inc.
Johnny Desmond	**Ronson Art Metal Works** Ronson Lighters	MBS	Cecil & Presbrey, New York; Grey Advertising, New York
Joe DiMaggio Show	**M & M Limited** M & M Candies	CBS	Lynn Baker, Inc.
Dorothy Dix at Home	**Sealtest, Inc.** Dairy Products	NBC	N. W. Ayer & Son, Inc.
Dr. Christian with Jean Hersholt	**Chesebrough Mfg. Co., Consolidated** Vaseline Hair Tonic, Lip Ice, Petroleum Jelly, Shampoo	CBS	McCann-Erickson, Inc.
Dr. I. Q.	**Mars, Inc.** Candy	NBC	Grant Advertising Inc.
Dr. I. Q., Jr.	**Mars, Inc** Candy	NBC	Grant Advertising Inc.
Double or Nothing	**Campbell Soup Co.** Soup, Pork & Beans, Franco-American Spaghetti	NBC	Ward Wheelock Co.
Dragnet	**Liggett & Myers Tobacco Co.** Fatima Cigarettes	NBC	Newell-Emmett Co.
Galen Drake	**Pillsbury Mills, Inc.** Family Flour, Cake Flour, Wheat Bran, Corn Meal	ABC	Leo Burnett Co., Inc.
Alex Dreier	**Skelly Oil** Petroleum Products	NBC	Henri, Hurst & McDonald, Inc.
Duffy's Tavern	**Bristol-Myers Co.** Ipana, Vitalis	NBC	Young & Rubicam, Inc.
Duffy's Tavern	**Blatz Brewing Co.** Beer	NBC	Kaster, Farrell, Chesley & Clifford, Inc.
Jimmy Durante Show, The	**R. J. Reynolds Co.** Camel Cigarettes	NBC	William Esty & Co., Inc.

E

Evans Show Case	**Evans Case Co.** Compacts, Cigarette Lighters, Handbags	**CBS**	**Don Horter & Co.**

F

Percy Faith's Orchestra & Jane Froman	**Coca-Cola Co.** Coca-Cola	**CBS**	**D'Arcy Advertising Co., Inc.**
Fat Man	**Norwich Pharmacal Co.** Pepto-Bismol, Unguentine	**ABC**	**Lawrence C. Gumbinner**
Father Knows Best	**General Foods Corp.** Maxwell House Coffee	**NBC**	**Benton & Bowles, Inc.**
Faultless Starch Time	**Faultless Starch Co.** Faultless Starch	**NBC**	**Bruce B. Brewer & Co.**
F. B. I. in Peace And War	**Procter & Gamble Co.** Lava	**CBS**	**Biow Co., Inc.**
Festival of Music	**Longines-Wittnauer Watch Co., Inc.** Longines Watches	**CBS**	**Victor A. Bennett, Co., Inc.**
Festival of Song	**Longines-Wittnauer Watch Co., Inc.** Wittnauer Watches	**CBS**	**Victor A. Bennett, Co., Inc.**
Fibber McGee & Molly	**S. C. Johnson & Son, Inc.** Wax Products	**NBC**	**Needham, Louis & Brorby, Inc.**
Jimmy Fidler	**Carter Products, Inc.** Carter's Little Liver Pills, Arrid	**MBS**	**Sullivan, Stauffer Colwell & Bayles, Inc.**
Jimmie Fidler	**Carter Products** Arrid, Carter's Little Liver Pills	**ABC**	**Sullivan, Stauffer Colwell & Bayles, Inc.**
First Nighter	**Campana Sales Co.** All Products	**CBS**	**Wallace-Ferry Hanly Co.**
Fisher Body Craftsman's Guild	**Fisher Body Div. of General Motors** Institutional	**ABC**	**Kudner Agency, Inc.**
Fishing & Hunting Club of the Air	**Mail Pouch Tobacco Co.** Tobaccos	**MBS**	**Walker & Downing** Pittsburgh
Football Games	**Assoc'd. Oil Co., Div. of Tidewater Associated Oil Co.** Lubricants	**CBS**	**Buchanan & Co., Inc.**
Ford Theater	**Ford Motor Co.** Ford Cars	**CBS**	**Kenyon & Eckhardt, Inc.**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Frank and Ernest	Dawn Bible Students Ass'n. Institutional	ABC	W. L. Gleason & Co.
Free For All	Lewis Food Co. Dog and Cat Products	CBS-PC	Rockett-Lauritzen
From Where We Came	Textile Workers Union of America Institutional	ABC	Furman, Feiner & Co., Inc.
Front Page Farrell	Whitehall Pharmacal Co. Kolynos, Acrowax	NBC	Dancer, Fitzgerald, Sample, Inc.; John F. Murray Advertising Agency
Front Page Features with Knox Manning	Manhattan Soap Co., Inc. All Products	CBS	Duane Jones Co., Inc.

G

Arthur Gaeth	United Electrical Radio & Machine Workers of America Institutional	ABC	Weinstein Co.
Game of the Week	U. S. Army & U. S. Air Force Recruiting Service Recruiting	ABC	Gardner Advertising Co.
Gangbusters	General Foods Corp. Grape Nuts	CBS	Young & Rubicam, Inc.
Garden Gate with Tom Williams	Ferry-Morse Seed Co. Seeds	CBS	MacManus, John & Adams, Inc.
Bob Garred, News	Mennen Co. All Products	CBS-PC	Duane Jones, Co., Inc.
Bob Garred, News	Peter Paul, Inc. Candy Bars	CBS-PC	Brisacher, Wheeler & Staff, Inc.
Bob Garred, News	Dennison Food Co. All Products	CBS-PC	Brisacher, Wheeler & Staff, Inc.
Bob Garred, News	"42" Products, Inc. Hair Oil and Others	CBS-PC	McNeill & McCleery, Inc.
General Electric Houseparty	General Electric Co. (Appliance & Merchandise Dept.) General Electric Appliances	ABC	Young & Rubicam, Inc.
Get More Out of Life	William Wise & Co. Books	ABC	Thwing & Altman, Inc.
Gillette Fights	Gillette Safety Razor Co. Probak, Valet Auto Strop, Safety Razors and Blades	ABC	Maxon, Inc.

Give & Take	**The Toni Co., Div. of Gillette Safety Razor Co.** Toni Home Permanent Wave, Creme Shampoo	**CBS**	**Foote, Cone & Belding**
Arthur Godfrey Show	**The Toni Co., Div. of Gillette Safety Razor Co.** Toni Home Permanent Wave, Creme Rinse	**CBS**	**Foote, Cone & Belding Co.**
Arthur Godfrey Show	**Wildroot Co., Inc.** Liquid Cream Shampoo	**CBS**	**Batten, Barton, Durstine & Osborn, Inc.**
Arthur Godfrey Show	**National Biscuit Co.** All Products	**CBS**	**McCann-Erickson, Inc.**
Arthur Godfrey Show	**Liggett & Myers Tobacco Co., Inc.** Chesterfield Cigarettes	**CBS**	**Newell-Emmett Co.**
Arthur Godfrey Show	**Lee Pharmacal Co.** Spray-A-Wave	**CBS**	**Dancer-Fitzgerald-Sample, Inc.**
Arthur Godfrey Show	**Gold Seal Co.** Gold Seal Wax Cleaning Products	**CBS**	**Campbell-Mithun, Inc.**
Arthur Godfrey's Talent Scouts	**Lever Bros. Co., Thomas J. Lipton Div.** Lipton's Tea, Soup Mixes	**CBS**	**Young & Rubicam, Inc.**
The Goldbergs	**General Foods Corp.** Sanka, Instant Sanka	**CBS**	**Young & Rubicam, Inc.**
Grand Central Station	**Pillsbury Mills, Inc.** All Products	**CBS**	**Leo Burnett Co., Inc.**
Grand Ole Opry	**R. J. Reynolds Co.** Prince Albert Tobacco	**NBC**	**William Esty & Co., Inc.**
Grand Slam with Irene Beasley	**Continental Baking Co., Inc.** Wonder Bread, Hostess Cakes	**CBS**	**Ted Bates & Co.**
Great Gildersleeve	**Kraft Foods Co.** Parkay, Kraft Dinner	**NBC**	**Needham, Louis & Brorby, Inc.**
Great Scenes from Great Plays	**Nat'l. Council of Protestant Episcopal Churches** Religion	**MBS**	**H. B. Humphrey Co.** New York
The Greatest Story Ever Told	**Goodyear Tire & Rubber Co.** Institutional	**ABC**	**Kudner Agency, Inc.**
Guilding Light	**Procter & Gamble** Duz	**CBS**	**Compton Advertising Inc.**

H

Hallmark Playhouse	**Hall Bros., Inc.** Hallmark Greeting Cards	**CBS**	**Foote, Cone & Belding**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Handy Man	**Wm. H. Wise & Co.** Books	CBS	Thwing & Altman, Inc.
Harkness of Washington	**Pure Oil Co.** Pure Oil Petroleum Products	NBC	Leo Burnett Co., Inc.
Radie Harris	**Bowey's, Inc.** Dari-Rich Flavors	MBS	Sorensen & Co. Chicago
Phil Harris-Alice Faye Show, The	**Rexall Drug Co.** Rexall Drugs	NBC	Batten, Barton, Durstine & Osborn, Inc.
Harvest of Stars	**International Harvester Co.** Institutional, Motor Trucks, Farm Machinery	NBC	McCann-Erickson, Inc.
Harvest of Stars with James Melton	**International Harvester Co.** All Products	CBS	McCann-Erickson, Inc.
Bob Hawk Show	**R. J. Reynolds Tobacco Co.** Camel Cigarettes	CBS	William Esty & Co., Inc.
Sam Hayes	**General Mills, Inc.** Sperry Pancake, Waffle Flour, Wheathearts	NBC-PC	Knox-Reeves, Inc.
Sam Hayes	**Studebaker Corp.** Automobiles	NBC-PC	Roche, Williams & Cleary, Inc.
Sam Hayes, Night Reporter	**General Mills, Inc.** Sperry Pancake Flour, Waffle Mix, Wheaties	NBC-PC	Knox-Reeves, Inc.
Healing Ministry of Christian Science	**First Church of Christ Scientist** Religion	MBS	H. B. Humphrey Co. New York
Gabriel Heatter	**Noxzema Chemical Co.** Noxzema Products	MBS	Sullivan, Stauffer, Colwell & Bayles New York
Gabriel Heatter	**Serutan Co.** Serutan, Nutrex, DRX	MBS	Roy S. Durstine Co. New York
Gabriel Heatter	**R. B. Semler, Inc.** Kreml Hair Tonic and Shampoo	MBS	Erwin Wasey & Co. New York
Horace Heidt Show	**Philip Morris & Co., Ltd., Inc.** Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Bill Henry & The News	**Johns-Manville Corp.** Industrial Products	MBS	J. Walter Thompson New York
Hilltop House	**Miles Laboratories, Inc.** Alka-Setzer, One-a-Day Vitamin Tablets	CBS	Wade Advertising Agency
Hint Hunt	**Armour & Co.** Canned Meats, Chiffon Flakes, Dash Dog Food	CBS	Foote, Cone & Belding

Hit The Jackpot	**De Soto-Plymouth Dealers Div. of Chrysler Corp.** De Soto-Plymouth Cars	**CBS**	**Batten, Barton, Durstine & Osborn, Inc.**
Hogan's Daughter	**Philip Morris Co., Ltd.** Cigarettes	**NBC**	**Biow Co., Inc.**
Hollywood Calling	**Gruen Watch Co.** Watches	**NBC**	**Grey Advertising Inc.**
Hollywood Quiz	**Hallicrafters, Inc.** Radio Equipment, etc.	**MBS**	**Sorensen & Co.** Chicago
Bob Hope	**Lever Bros. Co.** Swan Soap	**NBC**	**Young & Rubicam, Inc.; Batten, Barton, Durstine & Osborn, Inc.**
Hormel Girls Corps	**George A. Hormel & Co.** Spam and other Canned Meats	**MBS**	**Batten, Barton, Durstine & Osborn, Inc.** Minneapolis
Hormel Girls Corps	**George A. Hormel & Co.** Meat, Dairy Products	**ABC**	**Batten, Barton, Durstine & Osborn, Inc.**
House of Mystery	**General Foods Sales Corp.** Post Bran Toasties, Raisin Bran, Gaines Dog Food	**MBS**	**Benton & Bowles** New York
Houseparty	**Pillsbury Mills, Inc.** Family Flour, Cake Flour, Wheat Bran, Corn Meal	**ABC**	**Leo Burnett Co., Inc.**
Human Side of the News	**Kelvinator Div. of Nash-Kelvinator Corp.** Kelvinator Refrigerators, Electric Ranges	**ABC**	**Geyer, Newell & Ganger, Inc.**
Chet Huntley, News	**Packard Bell Co.** Packard Bell Radios, Television	**CBS-PC**	**Abbott Kimball Co., Inc.**
Chet Huntley, News	**Sealy Mattress Co.** All Products	**CBS-PC**	**Alvin Wilder**
Chet Huntley, News	**Household Finance Co.**	**CBS-PC**	**LeVally, Inc.**

I

Ice Follies of 1950	**Shipstad & Johnson** Ice Follies	**MBS**	**Smith, Bull & McCreery** Hollywood
Indianapolis Speedway Race	**Perfect Circle Co.** Piston Rings	**MBS**	**Henri, Hurst & MacDonld** Chicago
Inner Sanctum	**Emerson Drug Co.** Bromo-Seltzer	**CBS**	**Batten, Barton, Durstine & Osborn, Inc.**

J

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Jack Armstrong	General Mills Wheaties, Cheerios, Kix	ABC	Knox Reeves Advertising, Inc.
Allan Jackson & The News	Seeman Brothers, Inc. Air Wick	CBS	Wm. H. Weintraub & Co., Inc.
Allan Jackson & The News	Animal Foundation Inc. Hunt Club Dog Food	CBS	Comstock, Duffes & Co.
Jersey Stakes Race	Gillette Safety Razor Co. Probak, Valet Auto Strop, Safety Razors and Blades	ABC	Maxon, Inc.
The Jergens-Woodbury Journal	The Andrew Jergens Co. Jergens Lotion, Toilet Soaps, Perfumes	ABC	Robert W. Orr & Associates, Inc.
Spike Jones Show	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Advertising Co., Inc.
Junior Miss	Lever Bros., Co. Pepsodent Toothpaste, Pepsodent Toothpowder, Rayve Creme Shampoo, Rayve Home Permanent	CBS	Needham, Louis & Brorby, Inc.
Just Plain Bill	Whitehall Pharamacal Co. Anacin	NBC	John F. Murray Advertising Agency Dancer, Fitzgerald & Sample, Inc.;
Juvenile Jury	General Foods Sales Corp. Post Bran Toasties, Raisin Bran, Gaines Dog Food	MBS	Benton & Bowles New York

K

Kaltenborn Edits the News	Pure Oil Co. Pure Oil Petroleum Products	NBC	Leo Burnett Co., Inc.
John B. Kennedy	Murine Co. Murine	MBS	Batten, Barton, Durstine & Osborn, Inc. Chicago
John B. Kennedy	Doubleday & Co. Book Publishers	MBS	Huber Hoge & Sons New York
Kentucky Derby	Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors, Blades	CBS	Maxon, Inc.
The King's Men	S. C. Johnson & Son, Inc. Wax Products	NBC	Needham, Louis & Brorby, Inc.
Kraft Music Hall	Kraft Foods Co. Cheese Spreads, Kraft Dinner, Mayonnaise	NBC	J. Walter Thompson Co.

Kay Kyser's College of Fun & Knowledge	**Pillsbury Mills, Inc.** Family Flour, Cake Flour, Wheat Bran, Corn Meal	**ABC**	**Leo Burnett Co., Inc.**

L

Ladies Be Seated	**Toni, Inc.** Toni Home Permanent Wave, Toni Shampoo	**ABC**	**Foote, Cone & Belding, Inc.**
Ladies Be Seated	**Quaker Oats Co. for Aunt Jemima Pancake Flour** Muffets, Bakery Goods	**ABC**	**C. J. LaRoche & Co.**
Ladies Be Seated	**Philip Morris & Co., Ltd.** Philip Morris Cigarettes	**ABC**	**Cecil & Presbrey, Inc.**
William Lang	**Radio Offers Co.** Plastic Products	**ABC**	**Huber Hoge & Sons**
Lassie	**John Morrell & Co.** Red Heart Dog Food	**NBC**	**Henri, Hurst & McDonald, Inc.**
Leave It To Joan	**American Tobacco Co.** Roi-Tan Cigars	**CBS**	**Lawrence C. Gumbinner Advertising Agency**
Ernie Lee's Omega Show	**H. C. Cole Milling Co.** Omega Flour	**MBS**	**Gardner Advertising** Chicago
Let's Pretend	**Cream of Wheat Corp.** Cream of Wheat Cereal	**CBS**	**Batten, Barton, Durstine & Osborn, Inc**
Robert Q. Lewis Show	**Lee Pharmacal Co.** Spray-a-Wave	**CBS**	**Dancer-Fitzgerald-Sample, Inc.**
Robert Q. Lewis Show	**Liggett & Myers Tobacco Co., Inc.** Chesterfield Cigarettes	**CBS**	**Newell-Emmett Co.**
Robert Q. Lewis Show	**National Biscuit Co.** All Products	**CBS**	**McCann-Erickson, Inc.**
Robert Q. Lewis Show	**Gold Seal Co.** Gold Seal Wax Cleaning Products	**CBS**	**Campbell-Mithun, Inc.**
Life Can Be Beautiful	**Procter & Gamble Co.** Tide	**NBC**	**Biow Co., Inc.**
Life of Riley	**Procter & Gamble Co.** Prell	**NBC**	**Benton & Bowles, Inc.**
Life of Riley	**Pabst Sales Co.** Pabst Blue Ribbon Beer	**NBC**	**Warwick & Legler, Inc.**
Light Crust Dough Boys	**Burrus Mill & Elevator Co.** Light Crust Flour	**MBS**	**Tracy-Locke Co.** Dallas

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Light of the World	**General Mils, Inc.** Pyequick, Gold Medal Flour, Soup	NBC	Knox-Reeves, Inc.
Light Up Time	**American Tobacco Co.** Lucky Strike Cigarettes	NBC	Batten, Barton, Durstine & Osborn, Inc.
Victor H. Lindlahr	**Serutan Co.** Serutan, Nutrox, R-D-X	MBS	Roy S. Durstine Co. New York
Victor H. Lindlahr	**Serutan, Inc.** Serutan, Nutrex, R-D-X, Lemel and Hi-V	ABC	Roy S. Durstine, Inc.
Little Herman	**Chesebrough Mfg. Co.** Vaseline, Petroleum Jelly	ABC	McCann-Erickson, Inc.
Guy Lombardo Show	**First National Stores, Inc.** Food Products and Institutional Advertising	ABC	John C. Dowd, Inc.
Guy Lombardo Show	**Rexall Drug Co.** Rexall Drugs	NBC	Batten, Barton, Durstine & Osborn, Inc.
Lone Ranger	**General Mills** Cheerios, Kix, Pyequick	ABC	Dancer-Fitzgerald-Sample, Inc.
Lone Ranger	**American Bakeries Co.** Mersta Bread and Cake	ABC	Tucker Wayne & Co.
Lora Lawton	**B. T. Babbitt** Bab-o Cleaner, Glim	NBC	Duane Jones Co., Inc.
Lorenzo Jones	**Sterling Drug Co.** Phillips Creams, Energine, Cleaning Fluid, Mulsified Coconut Oil, Bayer Aspirin	NBC	Dancer, Fitzgerald, Sample, Inc.
Lum 'n' Abner	**General Motors Corp., Frigidaire Div.** Frigidaires	CBS	Foote, Cone & Belding
Lutheran Hour	**Lutheran Laymen's League** Religion	MBS	Gotham Advertising Co. New York
The Lutheran Hour	**Lutheran Laymen's League** Institutional	ABC	Gotham Advertising
Lux Radio Theater	**Lever Bros. Co.** Lux Toilet Soap, Lux Flakes	CBS	J. Walter Thompson Co.

M

Ma Perkins	**Procter & Gamble Co.** Oxydol, Spic & Span	CBS	Dancer-Fitzgerald-Sample, Inc.; The Biow Co., Inc.

Ma Perkins	Procter & Gamble Co. Oxydol	NBC	Dancer, Fitzgerald, Sample, Inc.
Ted Malone	Westinghouse Electric Corp. Ranger Laundermats, Refrigerators, Irons	ABC	McCann-Erickson, Inc.
The Man Next Door	U. S. Tobacco Co. Tabaccos	MBS (South Only)	Kudner Agency New York
Man on the Farm	Quaker Oats Co Quaker Oats, Full-O-Pep Feed	MBS	Sherman & Mrquette Chicago
The Man Who Came To Dinner with Jack Benny	Hot Point, Inc	CBS	Maxon, Inc.
Manhattan Merry-Go-Round	Sterling Drug Co. Dr. Lyon's Tooth Powder & Tooth Paste	NBC	Dancer, Fitzgerald, Sample, Inc.
Knox Manning, News	S.O.S. Co Aluminum Cleanser	CBS-PC	McCann-Erickson, Inc.
Marriage for Two	Kraft Foods Co. Miracle Whip Salad Dressing, Dairy Products	NBC	J. Walter Thompson Co.
Martin Kane, Private Eye	U. S. Tobacco Co. Tobaccos	MBS	Kudner Agency New York
Groucho Marx	Elgin American Div. of the Illinois Watch Case Co. Compacts, Cigarette Cases, Dresser Sets, etc.	ABC	Weiss & Geller, Inc.
Curt Massey Time with Martha Tilton & Orchestra	Miles Laboratories, Inc. Alka-Seltzer, One-a-Day Vitamin Tablets	CBS	Wade Advertising Agency
Mayor of the Town	Mutual Benefit Health & Accident Assn. of Omaha Insurance	MBS	Ruthrauff & Ryan Chicago
Me Anr Janie starring George O'Hanlon	Lewis-Howe Co Tums	NBC	Dancer-Fitzgerald-Sample, Inc.
Meet the Boss	Kaiser-Frazer Corp. Automobiles	MBS	William H. Weintraub Co. New York
Meet the Meeks	Swift & Co. Allsweet Margarine	NBC	J. Walter Thompson Co.
Meet the Missus	Gold Seal Co. Gold Seal Wax	CBS-PC	Campbell-Mithun, Inc.
Meet the Missus	Modglin Co., Inc. Perma Brooms	CBS-PC	W. Earl Bothwell, Inc.
Meet the Missus	Vick Chemical Co. All Products	CBS-PC	Morse International, Inc.
Meet the Missus	Wildroot Co., Inc. Cream Oil	CBS-PC	Batten, Barton, Durstine & Osborn, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Meet the Missus	**Alberts Products Co.** Soft Drinks	CBS-PC	H. C. Morris & Co., Inc.
Meet the Stars	**Beauty Facteurs, Inc.** Insta Curl	ABC-PC	Mackenzie Advertising
Metropolitan Opera	**Texas Co.** Gasoline, Motor Oil	ABC	Buchanan & Co., Inc.
Metropolitan Opera Auditions of the Air	**Farnsworth Television & Radio Corp.** Radios, TV Sets, Railway Communications Equip.	ABC	Warwick & Legler, Inc.
Mrs. Fix-It	**Greystone Press** Books	ABC	H. B. Humphrey Co.
Mr. & Mrs. North	**Colgate-Palmolive-Peet Co.** Colgate Dental Cream, Halo Shampoo, Palmolive Shave Cream	CBS	Sherman & Marquette
Mr. Chameleon	**Sterling Drug Inc.** Bayer Aspirin, Children's Size Bayer Aspirin	CBS	Dancer-Frizgerald-Sample, Inc.
Mr. District Attorney	**Bristol-Myers Co.** Sal Hepatica, Vitalis	NBC	Doherty, Clifford & Shenfield Co., Young & Rubicam
Mr. Fix-It	**Greystone Press** Publishers	MBS	H. B. Humphrey Co. New York
Mr. Fixit	**Greystone Press** Popular Mechanics	NBC	H. B. Humphrey Co.
Mr. Information	**S.O.S. Co.** Aluminum Cleanser	CBS-PC	McCann-Erickson, Inc.
Mr. Keen, Tracer of Lost Persons	**Whitehall Pharmacal Co., Div of American Home Products Corp.** Anacin, Kolynos	CBS	Dancer-Fitzgerald-Sample, Inc.; John F. Murray Advertising Avency, Inc
Tom Mix & His Ralston Straight Shooters	**Ralston-Shredded** Ralston, Instant Ralston	MBS	Gardner Advertising Co. St. Louis
Monday Morning Headlines	**Seeman Brothers, Inc.** Air-Wick	ABC	William H. Weintraub & Co., In.
Vaughn Monroe	**R. J. Reynolds Tobacco Co.** Camel Cigarettes	CBS	William Esty & Co., Inc.
Robert Montgomery Speaking	**Frank H. Lee** Men's Hats	ABC	Grey Advertising
Henry Morgan Show	**Bristol-Myers Co.** Ipana, Vitalis	NBC	Young & Rubicam, Inc.

Mother Knows Best	**Kellogg Co.** All Products	**CBS-PC**	**Kenyon & Eckhardt, Inc.**
Edward R. Murrow	**Campbell Soup Co.** Campbell Soups, Franco-American Products	**CBS**	**Ward Wheelock Co.; Dancer-Fitzgerald-Sample, Inc.**
Music America Loves Best	**Radio Corp. of America** Institutional	**NBC**	**J .Walter Thompson Co.**
Music From the Heart of America	**Falstaff Brewing Corp.** Beer	**NBC**	**Dancer-Fitzgerald-Sample, Inc.**
Musical Variety	**Longines-Wittnauer Watch Co., Inc.** Watches	**CBS**	**Victor A. Bennett Co., Inc.**
My Favorite Husband	**General Foods Corp.** Jell-O, Jell-O Puddings	**CBS**	**Young & Rubicam, Inc.**
My Friend Irma	**Lever Bros. Co.** Pepsodent Toothpaste	**CBS**	**Foote, Cone & Belding**
My True Story	**Sterling Drug, Inc.** Phillips Toothpaste, Milk of Magnesia Tablets, Creams, Mulsified Shampoo	**ABC**	**Dancer-Fitzgerald-Sample, Inc.**
My True Story	**Libby McNeill & Libby** Canned and Frozen Juices, Meats, Fish, Fruit, Baby Foods	**ABC**	**J. Walter Thompson Co.**
Mystery Theater	**Sterling Drug Inc.** Bayer Aspirin, Phillips Milk of Magnesia and Tablets	**CBS**	**Dancer-Fitzgerald-Sample, Inc.**

N

Name the Movie	**Revere Camera Co.** Movie Cameras, Projectors, Accessories	**ABC**	**Roche, Williams & Cleary, Inc.**
National Barn Dance	**Phillips Petroleum Co.** Phillips 66 Gasoline and Motor Oil	**ABC**	**Lambert & Feasley, Inc.**
The NBC Summer Symphony	**U. S. Steel Corp.** Institutional	**NBC**	**Batten, Barton, Durstine & Osborn, Inc.**
The National Farm & Home Hour	**Allis-Chalmers Mfg. Co.** Farm Equipment	**NBC**	**Bert S. Gittins Advertising**
New York Philharmonic Symphony	**Standard Oil Co. (New Jersey)** Institutional	**CBS**	**Marschalk & Pratt Co.**
News of the World	**Miles Laboratories, Inc.** Alka-Seltzer and Vitamins	**NBC**	**Wade Advertising Agency**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Newsweek Looks Ahead	Butler Packing Co. Dennison's Food Products	ABC-PC	Brisacher, Wheeler & Staff, Inc.
Nick Carter	Cudahy Packing Co. Old Dutch Cleanser	MBS	Grant Advertising Chicago
Night Eidtor	Roman Meal Co. Breakfast Food	CBS-PC	Guild, Bascom & Bonfigli
Noah Webster Says	Southern Cotton Oil Co. Wesson Oil and Snowdrift	NBC-PC	Fitzgerald Advertising Agency
Notre Dame-Southern Calif. Football Game	Pontiac Motor Div. of General Motors Corp. Pontiac Cars	CBS	MacManus, John & Adams, Inc.
O			
The Old Fashioned Revival Hour	Gospel Broadcasting Assn. Institutional	ABC	R. F. Aber Co.
One Man's Family	Standard Brands, Inc. Chase & Sanborn Coffee, Instant Chase & Sanborn Coffee	NBC	J. Walter Thompson Co.
One Man's Opinion	Philip Morris & Co., Ltd. Philip Morris Cigarettes	ABC	Cecil & Presbrey, Inc.
Orange Bowl Game	Gillette Safety Razor Co. Gillette Safety Razors, Shaving Cream, Blades	CBS	Maxon, Inc.
Original Amateur Hour	P. Lorillard Co. Old Gold Cigarettes	ABC	Lennen & Mitchell, Inc.
Our Gal Sunday	Whitehall Pharmacal Co. Div. of American Home Products Corp. Anacin	CBS	Dancer-Fitzgerald-Sample, Inc.; John F. Murray Advertising Agency
Our Miss Brooks	Colgate-Palmolive-Peet Co. Colgate Dental Cream, Lustre Creme Shampoo, Palmolive Soap	CBS	Sherman & Marquette
Ozzie & Harriet	International Silver Co. Sterling Silver and Silver Plate	NBC	Young & Rubicam, Inc.
P			
Party Time	P. Lorillard Co. Old Gold Cigarettes	ABC-PC	Lennen & Mitchell, Inc.

Pass the Buck	Roman Meal Co. Breakfast Food	CBS-PC	Guild, Basom & Bonfigli
Drew Pearson	Frank H. Lee Men's Hats	ABC	William H. Weintraub & Co., Inc.
Drew Pearson	Adam Hat Stores, Inc. Adam Hats	ABC	William H. Weintraub & Co., Inc.
People Are Funny	Brown & Williamson Tobacco Co. Raleigh Cigarettes	NBC	Russel M. Seeds Co., Inc.
Pepper Young's Family	Procter & Gamble Co. Camay Soap	NBC	Pedlar & Ryan, Inc.
Perry Mason	Procter & Gamble Crisco, Ivory Soap, Tide	CBS	Compton Advertising Inc.; Benton & Bowles, Inc.
The Pet Milk Show with Kay Armen	Pet Milk Sales Corp. Evaporated Milk	NBC	Gardner Advertising Co.
The Pet Milk Show with Vic Damone	Pet Milk Sales Corp. Evaporated Milk	NBC	Gardner Advertising Co.
Elmer Peterson	Albers Milling Co. Friskies Dog Food	NBC-PC	Erwin, Wasey & Co. Ltd.
Elmer Peterson	Planters Nuts & Chocolate Co. Planters Peanuts and Peanut Oil	NBC-PC	Raymond R. Morgan Co.
Elmer Peterson	White King Soap Co. Soap Products	NBC-PC	Raymond R. Morgan Co.
Philip Morris Night with Horace Heidt	Philip Morris & Co., Ltd. Cigarettes and Tobacco	NBC	Biow Co., Inc.
Philip Morris Playhouse	Philip Morris & Co. Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Preakness Stakes	Gillette Safety Razor Co. Gillette Shaving Cream, Sfety Razors, Blades	CBS	Maxon, Inc.
Prudential Fmily Hour of Stars	Prudential Insur. Co. of America Insurance Services	CBS	Benton & Bowles, Inc.
Portia Faces Life	General Foods Corp. Post 40% Bran Flakes, Instant Postum	NBC	Benton & Bowles, Inc.

Q

Queen For A Day	Philip Morris & Co., Ltd. Cigarettes	MBS	Cecil & Presbrey New York

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Queen For A Day	Miles Laboratories, Inc. Alka-Seltzer	MBS	Wade Advertising Chicago
Queen For A Day	Miami Margarine Co. Nu-Maid Margarine	MBS	Ralph H. Jones Co. Cincinnati
Quick As A Flash	Helbros Watch Co. Helbros Watches	MBS	William H. Weintraub & Co. New York Dorland, Inc. New York
Quick As A Flash	The Quaker Oats Co. Aunt Jemima Pancake Flour, Muffets, Bakery Goods	ABC	C. J. LaRoche & Co.
Quiz Kids	Miles Laboratories, Inc. Alka-Seltzer and Vitamins	NBC	Wade Advertising Agency

R

Radio Bible Class	Radio Bible Class Religion	MBS	Stanley G. Boynton Co. Detroit
The Railroad Hour	Assn. of American Railroads Institutional	ABC	Benton & Bowles, Inc.
The Railroad Hour	Ass'n. of American Railroads Institutional	NBC	Benton & Bowles, Inc.
Regal-Amber Sports Show with Hank Weaver	Regal-Amber Brewing Co. Regal Pale Beer	ABC-PC	Abbott Kimball Co., Inc. of Calif.
Renfro Valley Folks	Ballard & Ballard Co. Ballard's Obelisk Flour and other Products	CBS	Henri, Hurst & McDonald, Inc.
Richfield Reporter	Richfield Oil Corp. Petroleum Products	ABC-PC	Hixon-Jorgensen, Inc.
Richfield Sports Reporter	Richfield Oil Co. of N. Y. Richfield Oil and Gas	ABC	Morey, Humm & Johnstone, Inc.
Right to Happiness	Procter & Gamble Co. Ivory Soap, Duz	NBC	Compton Advertising Co.
Road of Life	Procter & Gamble Co. Crisco	NBC	Compton Advertising, Inc.
Robinson & Belloise Fight	P. Ballantine & Sons Ballantine Beer and Ale	CBS	J. Walter Thompson Co.
Rocky Jordan	California Packing Corp. Del Monte Products	CBS-PC	McCann-Erickson, Inc.

Romance of Helen Trent	**Whitehall Pharmacal Co., Div. of American Home Products Corp.** Aero Wax, Kolynos, Ant Spray	**CBS**	**Dancer-Fitzgerald-Sample, Inc., John F. Murray Adv. Agency, Inc.; W. Earl Bothwell, Inc.**
Romance of the Highways	**Pacific Greyhound Lines** Bus Transportation	**ABC-PC**	**Beaumont & Hobman, Inc.**
James Roosevelt Speaks	**Budget Finance Plan, Inc.** Personal Loans	**ABC-PC**	**Irwin-McHugh Advertising**
Roy Rogers Show	**Quaker Oats Co.** Quaker Oats, Full-O-Pep Feed	**MBS**	**Sherman & Marquette** Chicago
Rose Bowl Football Gme	**Gillette Safety Razor Co.** Gillette Shaving Cream, Safety Razors, Blades	**CBS**	**Maxon, Inc.**
Rosemary	**Procter & Gamble Co.** Ivory Snow	**CBS**	**Benton & Bowles, Inc.**

S

Screen Director's Playhouse starring Dorothy Lamour	**Pabst Sales Co.** Pabst Blue Ribbon Beer	**NBC**	**Warwick & Legler, Inc.**
Screen Guild Players	**R. J. Reynolds Co.** Camel Cigarettes	**NBC**	**William Esty & Co., Inc.**
Sealtest Variety Theatre starring Dorothy Lamour	**Sealtest, Inc.** Milk and Ice Cream	**NBC**	**N. W. Ayer & Son, Inc.**
Second Mrs. Burton	**General Foods Corp.** Bakers Coconut, Certo, Instant Swans Down, Jell-O, Jell-O Puddings, Minute Rice, Regular Swans Down	**CBS**	**Young & Rubicam, Inc.**
Eric Sevareid, News	**Metropolitan Life Insur. Co.** Institutional	**CBS**	**Young & Rubicam, Inc.**
The Shadow	**Grove Laboratories, Inc.** Fitch Shampoo, Fitch Hair Tonic	**MBS**	**Harry B. Cohen Advertising** New York
The Shadow	**Delawre, Lackawanna & Western Coal Co.** Blue Coal	**MBS**	**Ruthrauff & Ryan** New York
The Sheriff	**Pacific Coast Borax Co.** Twenty Mule Team Borax, Boraxo	**ABC**	**McCann-Erickson, Inc.**
Sherlock Holmes	**Trimount Clothing Co.** Clipper Craft Clothes	**MBS**	**William H. Wenntraub & Co.** New York
William L. Shirer	**Piedmont Shirt Co.** Wings Shirts	**MBS**	**William H. Wenntraub & Co.** New York
Sing It Again	**Luden's Inc.** All Products	**CBS**	**J. M. Mathes, Inc.**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Sing It Again	**Carter Products, Inc.** Arrid	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Red Skelton Show	**Procter & Gamble Co.** Tide	CBS	Benton & Bowles, Inc.
Red Skelton Show	**Procter & Gamble Co.** Tide	NBC	Benton & Bowles, Inc.
Skippy Hollywood Theater	**Rosefield Packing Co.** Skippy Peanut Butter	CBS	Young & Rubicam, Inc.
Sky King	**Derby Foods** Peter Pan Peanut Butter, Derby line of Canned Meats and Meat Specialties	ABC	Needham, Louis & Brorby, Inc.
Smilin' Ed McConnell	**Brown Shoe Co.** Children's Shoes	NBC	Leo Burnett Co., Inc.
Jack Smith Show	**Procter & Gamble** Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Kate Smith Sings	**Philip Morris & Co., Ltd.** Cigarettes	MBS	Cecil & Presbrey New York
Solitair Time	**Campana Sales Co.** Solitair Make-up	NBC	The Clements Co., Inc.
Songs by Great Singers	**Ace Markets, Inc.** Art Dealers	MBS	Klinger Advertising New York
Songs by Morton Downey	**Coca-Cola Co.** Coca-Cola	NBC	D'Arcy Advertising Co.
Special Breakfst Club Program	**Swift & Co.** Meat, Meat Products, Shortening, Cooking Oils	ABC	J. Walter Thompson Co.
Sports Magazine Annual Awards	**Brown Shoe Co.** Roblee Shoes	MBS	Leo Burnett Co., Inc. Chicago
Sports Newsreel of the Air	**Colgate-Palmolive Peet Co.** Colgate Shave Cream	NBC	Sherman Marquette, Inc.
Sports Thrill of the Week	**Fram Corp.** Gas, Oil and Air Filters	MBS	Van Sant, Dugdale & Co. Baltimore
Jo Stafford Show	**Revere Camera Co.** Movie Cameras, Projectors, Accessories	ABC	Roche, Williams & Cleary, Inc.
The Standard Hour	**Standard Oil Co. of Calif.** Petroleum Products	NBC-PC	Batten, Barton, Durstine & Osbor[illegible]

Standard School Broadcast	**Standard Oil Co. of Calif.** Petroleum Products	**NBC-PC**	**Batten, Barton, Durstine & Osborn, Inc.**
Star Time with Dorothy Kilgallen	**Drackett Co.** Drano, Windex	**ABC**	**Young & Rubicam, Inc.**
Stars Over Hollywood	**Armour & Co.** Armour's Canned Meats, Lard, Dial Soap, Dash Dog Food, Wisconsin Cheese, Chiffon Soap Flakes	**CBS**	**Foote, Cone & Belding**
Stella Dallas	**Sterling Drug Co.** Philips Milk of Magnesia and Tablets, Ironized Yeast, Bayer Aspirin	**NBC**	**Dancer, Fitzgerald, Sample, Inc.**
Stop the Music	**Smith Bros.** Cough Drops, Cough Syrup	**ABC**	**Sullivan, Stauffer, Colwell & Bayles, Inc.**
Stop the Music	**Speidel Co.** Wristwatch Bands, Children's Jewelry	**ABC**	**Cecil & Presbrey, Inc.**
Stop the Music	**P. Lorillard Co.** Old Gold Cigarettes	**ABC**	**Lennen & Mitchell, Inc.**
Stop the Music	**Eversharp, Inc.** Razors, Razor Blades, Pens, Pencils	**ABC**	**Biow Co., Inc.**
Straight Arrow	**National Biscuit Co.** Shredded Nabisco	**MBS**	**McCann-Erickson** New York
Strike It Rich	**Luden's Inc.** Fifth Ave. Candy Bar	**CBS**	**J. M. Mathes, Inc.**
Sugar Bowl Game	**Gillette Safety Razor Co.** Probak, Valet Auto Strop Safety Razors and Blades	**ABC**	**Maxon, Inc.**
Sunoco Three Star Extra	**Sun Oil Co.** Gas and Oil, Fuel Oil	**NBC**	**Roche, Williams & Cleary, Inc.**
Surprise Package	**Mode O' Day Corp.** Mode O'Day Wash Dresses	**ABC-PC**	**Glasser & Gailey, Inc.**
Surprise Package	**General Foods Corp.** Sure-Jell	**ABC-PC**	**Benton & Bowles, Inc.**
Surprise Package	**Globe Mills (Div. of Pillsbury Mills)** Flour Products	**ABC-PC**	**Leo Burnett, Inc.**
Suspense	**Electric Auto-Lite Co.** Spark Plugs, Batteries, Auto Accessories	**CBS**	**Newell-Emmett Co.**
Warren Sweeney-News	**Curtiss Candy Co.** Candy	**CBS**	**C. L. Miller Co.**

T

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Take A Number	U. S. Tobacco Co. Tobaccos	MBS	Kudner Agency New York
Take It or Leave It	Eversharp Inc. Pens and Pencils	NBC	Biow Co., Inc.
Tales of Fatima with Basil Rathbone	Liggett & Myers Tobacco Co., Inc. Fatima Cigarettes	CBS	Newell-Emmett Co.
Talk Your Way Out Of It	The Quaker Oats Co. Aunt Jemima Pancake Flour, Muffets, Bakery Goods	ABC	C. J. LaRoche & Co.
Henry J. Taylor	General Motors Corp. Institutional	ABC	Kudner Agency, Inc.
Mary Lee Taylor	Pet Milk Sales Corp. Evaporated Milk	NBC	Gardner Advertising Co.
The Telephone Hour	Bell Telephone System Telephone Service	NBC	N. W. Ayer & Son, Inc.
Theatre Guild on the Air	U. S. Steel Corp. Institutional	ABC	Batten, Barton, Durstine & Osborn, Inc.
Theatre Guild on the Air	U. S. Steel Corp. Institutional	NBC	Batten, Barton, Durstine & Osborn, Inc.
This Changing World	Fruehauf Trailer Co. Trailers and Institutional	ABC	Zimmer-Keller, Inc.
This Is Nora Drake	The Toni Co. Div of Gillette Safety Razor Co. Toni Home Permanent Wave,Cheme Shampoo	CBS	Foote, Cone & Belding
This Is Nora Drake	The Toni Co. Home Permanent Wave	NBC	Foote, Cone & Belding, Inc.
This Is Your FBI	Equitable Life Assurance Society of the U. S. Insurance	ABC	Warwick & Legler, Inc.
This Thing Called Life	Institute of Religious Science Institutional	ABC-PC	Raymond R. Morgan Co.
This Is Your Life	Philip Morris & Co., Ltd. Cigarettes	NBC	Biow Co., Inc.
This Woman's Secret	General Mills, Inc. Sperry Flour, Cereals, Wheaties	NBC-PC	Knox-Reeves, Inc.

Lowell Thomas Program	**Procter & Gamble Co.** Ivory Soap	**CBS**	**Compton Advertising Inc.**
Today's Children	**General Mills, Inc.** Bisquick, Crustquick	**NBC**	**Knox-Reeves, Inc.**
Tomorrow's Headlines	**Seeman Brothers, Inc.** Air-Wick	**ABC**	**William H. Weintraub & Co., Inc.**
Bob Trout & the News	**Pillsbury Mills, Inc.** Pillsbury Pie Crust Mix	**NBC**	**Leo Burnett Co., Inc.**
True Detective Mysteries	**Williamson Candy Co.** Oh Henry Candy Bars	**MBS**	**Aubrey, Moore & Wallace** Chicago
True or False	**Shotwell Mfg. Co.** Puritan Marshmallows	**MBS**	**Wade Advertising** Chicago
Truth or Consequences	**Procter & Gamble Co.** Duz	**NBC**	**Compton Advertising, Inc.**
Twenty Questions	**Ronson Art Metal Works** Ronson Lighters	**MBS**	**Cecil & Presbrey**, New York; **Grey Advertising**, New York

V

Dave Vaile, News	**Metropolitan Life Insur. Co.** Institutional	**CBS-PC**	**Young & Rubicam, Inc.**
Voice of Firestone	**Firestone Tire & Rubber Co.** Tires and Tubes	**NBC**	**Sweeney & James Co.**
Voice of Prophecy	**Voice of Prophecy, Inc.** Religion	**ABC**	**Western Advertising** Los Angeles
Voice of Prophecy	**Voice of Prophecy, Inc.** Religion	**MBS**	**Western Advertising** Los Angeles

W

Walcott-Charles Heavyweight Championship Fight	**Gillette Safety Razor Co.** Probak, Valet Auto Strop Safety Razors and Blades	**ABC**	**Maxon, Inc.**
Fred Waring	**General Electric Co** Institutional	**NBC**	**Batten, Barton, Durstine & Osborn, Inc.**
Fred Waring	**American Meat Institute** Meat and Allied Products	**NBC**	**Leo Burnett Co., Inc.**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Fred Waring	Minnesota Valley Canning Co. Canned Vegetables	NBC	Leo Burnett Co., Inc.
Wendy Warren and The News	General Foods Corp. Maxwell House Coffee, Instant Maxwell House Coffee	CBS	Benton & Bowles, Inc.
We Love and Learn	Manhattan Soap Co. Sweetheart Soap	NBC	Duane Jones Co., Inc.
We The People	Gulf Oil Corp. Gulf Oil Products	CBS	Young & Rubicam, Inc.
We The People	Gulf Oil Corp. Gas, Oil, Lubricants, Insecticides	NBC	Young & Rubicam, Inc.
Welcome Travelers	Procter & Gamble Co. Crisco, Tide, Soaps and Cleaners	ABC	Compton Advertising; Benton & Bowles
Welcome Travelers	Procter & Gamble Co. Dreft, Spic & Span, Drene	NBC	Dancer, Fitzgerald, Sample, Inc. Biow Company, Inc.
Lawrence Welk Show	Miller Brewing Co. Miller High Life Beer	ABC	Klau-Van Pieterson-Dunlap Associates
What Makes You Tick?	Procter & Gamble Co. Ivory Flakes	CBS	Compton Advertising, Inc.
What's My Name	Servel, Inc. Servel Gas Refrigerators	ABC	Batten, Barton, Durstine & Osborn, Inc.
When A Girl Marries	General Foods Corp. Calumet, Swans Down, Diamond Crystal Salt	NBC	Benton & Bowles, Inc.; Young & Rubicam, Inc.
The Whistler	Signal Oil Co. Gas, Oil	CBS-PC	Barton A. Stebbins Advertising Agency
Meredith Willson	General Foods Corp. Jell-O	ABC	Young & Rubicam, Inc.
Meredith Willson	General Foods Corp. Jell-O, Jell-O Puddings	NBC	Young & Rubicam, Inc.
Walter Winchell	Kaiser-Frazer Sales Corp. Automobiles, Parts, Servicing	ABC	William H. Weintraub & Co., Inc.
Winner Take All	Lever Bros. Co. Rayve Home Permanent Wave	CBS	J. Walter Thompson Co.

World Series of 1949	**Gillette Safety Razor Corp.** Gillette Safety Blades and Razors	MBS	**Maxon, Inc.** New York

XYZ

You Bet Your Life—Groucho Marx	**Elgin-American, Div. of Ill. Watch Case Co.** Compacts, Watch Cases, Lighters, etc.	CBS	**Weiss & Geller, Inc.**
Alan Young Show	**Lewis-Howe Co.** Tums	NBC	**Roche, William & Cleary, $nc.; Dancer-Fitzgerald-Sample, Inc.**
Young Dr. Malone	**Procter & Gamble Co.** Crisco, Joy	CBS	**Compton Advertising Inc.**
Young Widder Brown	**Sterling Drug Co.** Haley's M-O, Phillips Toothpaste, Phillips Milk of Magnesia	NBC	**Dancer, Fitzgerald- Sample, Inc.**
Your Hit Parade	**American Tobacco Co.** Lucky Strike Cigarettes	NBC	**Batten, Barton, Durstine & Osborn, Inc.**
Your Hit Parade on Parade	**American Tobacco Co.** Lucky Strike Cigarettes	CBS	**Batten, Barton, Durstine & Osborn, Inc.**
Your Home Beatuiful	**Benjamin Moore & Co.** Paints and Varnishes	MBS	**St. George & Keyes** New York
Your Kaiser Traveler	**Kaiser-Frazer Sales Corp.** Automobiles, Parts, Servicing	ABC	**William H. Weintraub & Co., Inc.**
Your Lucky Strike	**American Tobacco Co.** Lucky Strike Cigarettes	CBS	**Batten, Barton, Durstine & Osborn, Inc.**
Your Stand In	**Colgate-Palmolive-Peet Co.** All Products	CBS-PC	**Sherman & Marquette**
Yours For A Song	**Conti Products Co., Inc.** Castile Shampoo	MBS	**Bermingham, Castleman & Pierce** New York
Zeke Manners	**Whitehall Pharmacal Co.** Anacin, Kolynos, Bisodol, Freezone	ABC-PC	**Dancer-Fitzgerald-Sample, Inc.**
Zeke Manners	**Safeway Stores, Inc.** Lucerne Milk	ABC-PC	**J. Walter Thompson Co.**
Zeke Manners	**Langendorf United Bakeries** Bakery Products	ABC-PC	**The Biow Co., Inc.**

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Let us show you the actual case histories of daytime selling programs, on a wide variety of products, that have paid their cost many times over in direct phone and mail sales.

low time costs!
low talent costs!
big sales results!

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RADIO DAILY

PRESENTS

THE 1950 TELEVISION YEAR BOOK

Edited by

JACK ALICOATE

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WAGA-TV
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WBZ-TV
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WBKB
WGN-TV
WENR-TV
WKRC-TV
WLW-T
WNBK
WEWS
WXAL-TV
WBNS-TV
WLW-C
KRLD-TV
KBTV
WLW-D
WHIO-TV
WJBK-TV
WWJ-TV
WXYZ-TV
WICU
KLEE-TV
WFBM-TV
WMBR-TV
KECA-TV
KTLA
KFI-TV
KTTV
KLAC-TV
WAVE-TV
WMCT
WTMJ-TV
WTCN-TV
WATV
WABD-TV
WDSU-TV
WCBS-TV
WJZ-TV
WNBT
WPIX-TV
WKY-TV
WOW-TV
KMTV
WCAU-TV
WFIL-TV
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WTVR-TV
WOAI-TV
KGO-TV
KPIX-TV
KING-TV
KSD-TV
WHEN-TV
KOTV
WMAL-TV
WNBW-TV
WSB-TV
WCPO-TV
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. . . Productive for these result-minded sponsors!

Coca-Cola	Chicago Tribune
Ruppert's Beer	H. G. Hill Stores
Phillips Soups	Cincinnati Enquirer
Interstate Bakeries	Dodge Dealers
Abbott Dairies	Esslinger Beer
Omaha Power District	Kansas City Power & Light Co.
Los Angeles Times	Standard & Humpty-Dumpty Super Markets

Get the facts on these result-producing ZIV-TV shows:

SPORTS ALBUM.....5-minute series on: Baseball, Football, Wrestling, Boxing, etc.

YESTERDAY'S NEWSREEL....15-minute shows, highlighting headline events of yesteryear.

CISCO KID.....½-hour Western (O. Henry's famous Robin Hood of the range!)

EASY ACES.....15-minute hilarious comedy of domestic life.

CARTOONS.....39 films featuring Woody Woodpecker, Andy Panda, etc.

FEATURES.....1-hour, full-length movies.

WESTERNS.....1-hour, full-length movies.

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ZIV Television Programs INC.

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NEW YORK HOLLYWOOD

TELEVISION

Television marches forward with quickened step as the pages of the 1950 *TELEVISION YEAR BOOK dramatically unfold a progress report of a booming new industry and its promise for the future.*

•

This year's edition, replete with many new editorial features and up-to-the-minute statistical information is edited to highlight the contributions of stations, agencies, producers and networks in the expansion of the sight and sound medium.

•

This volume is the work of many. It mirrors the accomplishments of broadcasters, networks and producers who invested heavily on tomorrow's TV returns. It pays tribute to agencies and sponsors for utilizing the sight and sound medium in their quest for entertainment and sales approval. In short it is a harbinger of a golden era that lies ahead.

•

TELEVISION YEAR BOOK is grateful to everyone who contributed to the success of this comprehensive volume. The succeeding pages represent the composite efforts of men and women whose creative talents document an imposing record of achievement.

JACK ALICOATE,
Editor

NINETEEN FIFTY

A doff of the hat  a shake of

the hand  a pat on the back 

and a deep bow  ...for all the

fine actors  and actresses  who

have made the



PHILCO



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throughout the nation

N.B.C. NETWORK and affiliated stations
from coast to coast

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TV INDUSTRY ADVANCES IN 1949

by
WILL BALTIN
Secretary-Treasurer
Television Broadcasters Association, Inc.

HEREWITH is a factual summation of the amazing progress registered by the television industry during 1949, indicating in unmistakable terms the powerful force which the new media promises to be:

As of March 1, 1950 there were 101 television stations operating in 59 U. S. cities, compared with 51 stations serving 30 cities at the close of 1948. Thirteen additional stations were under construction, seven of which were situated in cities not yet serviced. Furthermore, 351 applications for new stations were "frozen" in the F. C. C.'s pending files.

•

Total investment in operating stations was estimated at $38,000,000, with an average estimated operating cost of $400,000. Employment in station operations was reportedly in excess of 5,400 persons.

•

At the year's end 26 cities had been interconnected for network operations through facilities of the American Telephone & Telegraph Company. Further extensions as far west of the eastern seaboard as Omaha were in prospect for 1950. An interconnection between Los Angeles and San Francisco is set for early this year.

•

Television receiver production soared to over 80,000 sets per week as the year drew to a close. In excess of 2,500,000 TV sets were produced during all of 1949—compared with 975,000 in 1948. Value of TV receivers at the factory level was reported to be $440,000,000.

•

Television receivers were being purchased almost as quickly as they were being manufactured in the latter months of 1949, with public investment in receiving equipment exceeding a billion dollars since the start of post-war TV production in late 1946. It was estimated that well over 50,000 persons were engaged in the production, distribution and sale of television sets at the year's end.

•

Viewer interest in television programs advanced accordingly. Surveys indicated an average of 3.6 persons per receiver, with the percentage of total U. S. families owning TV receivers exceeding 7.5 per cent. If all families living within a 40-mile radius of presently operating TV stations obtained receivers, 60 per cent of the total population of the U. S. could be reached.

•

The theory that television images are limited to line of sight distances has been dispelled in actual practice. Viewers 100 miles or more from transmitters have reported continuously reliable reception.

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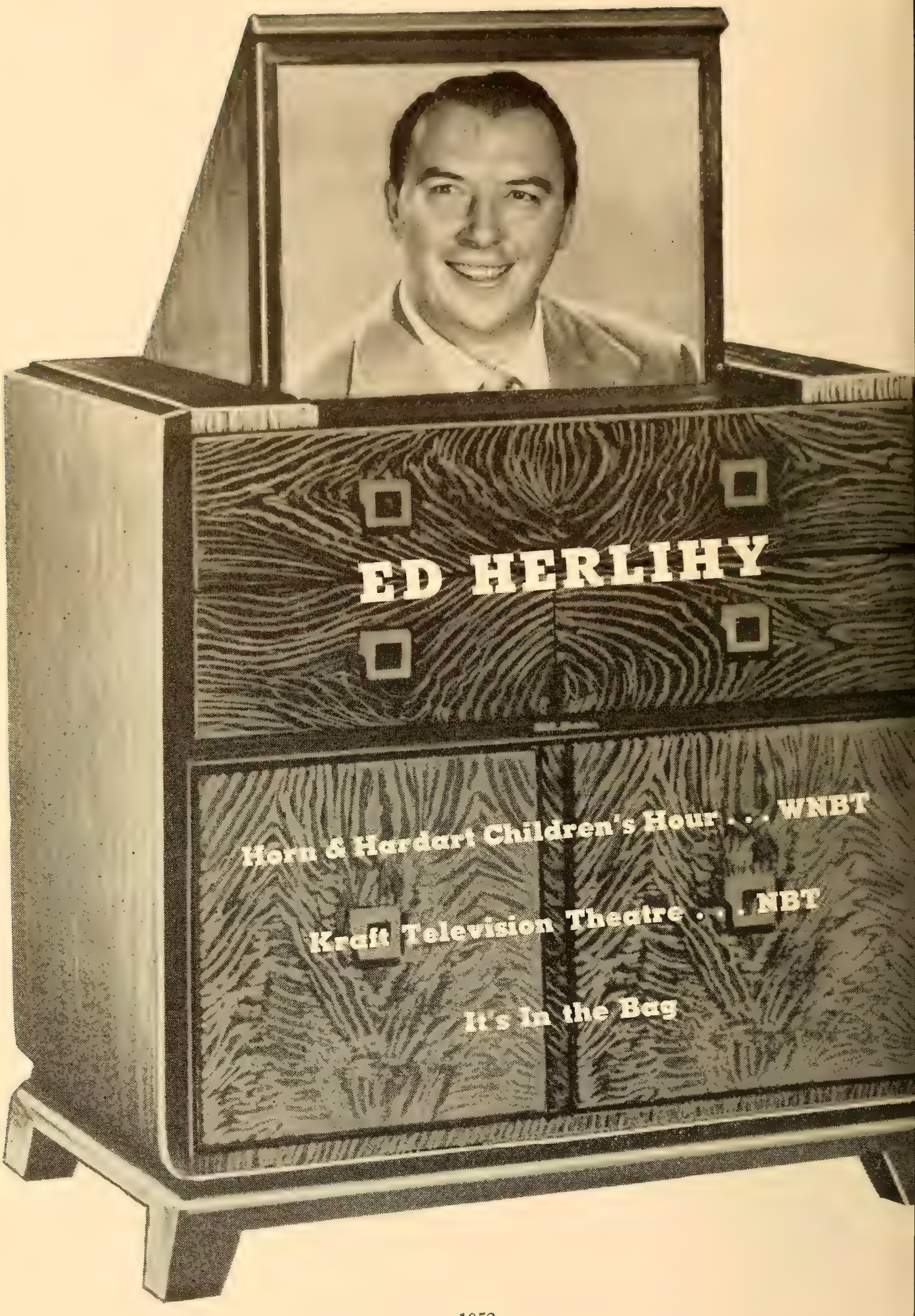
Advertisers were flocking to television in increasing numbers as the size of the TV audience mounted. At the close of 1949, 1,890 sponsors had availed themselves of the new media, compared with 680 advertisers in 1948.

•

A breakdown of the channels in which advertisers funneled their dollars revealed 1,415 sponsors at the local-retail level; 400 utilizing spot announcements and 75 offering network shows. Total advertising dollars spent for TV time amounted to $25,000,000.

•

Total 1949 expenditures for time, talent and production of network programs was estimated at $20,000,000—an amazing fact, considering that television has only passed its second year of post-war commercial maturity.


ED HERLIHY
Horn & Hardart Children's Hour . . . WNBT
Kraft Television Theatre . . . NBT
It's In the Bag



DON LEE STATION OBSERVES 18TH TV ANNIVERSARY

by
WILLET H. BROWN
President of Don Lee Broadcasting System

OVER 18 years ago (Dec. 23, 1931) the Don Lee organization demonstrated its interest and belief in television by establishing and continuously operating on an announced program schedule what has earned the distinction of being the nation's first television broadcasting station, as such stations are known today. We deeply appreciate the opportunity to reaffirm that steadfast belief in the so-called "new" medium, while also reasserting our equally strong faith in the future of standard radio broadcasting, which contributed so much in the development and support of its newer sister industry.

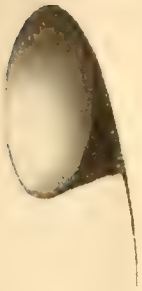
But lest we be misunderstood, television is not "old hat" to Don Lee Television-Channel Two. Television is not merely a matter of looking at the record; to us television remains a challenging future. We look ahead to new advances, to constant improvement, to renewed effort and unstinting increased investment, all toward the day we fervently hope is no longer the distant future when our pioneer work and pioneer believing shall be rewarded in the realization of television's fullest potential and attendant benefits to all. We enjoy the satisfactions of an already successful operation, according to today's standards and yardstick, but now we are gauging and getting geared for the tomorrows.

Neither, however, is the day of the pioneer past. Don Lee continues to set a pace by projecting its combined effort into the future of televesion. The time is past when, as until 1939, we were obliged to manufacture all of our equipment, including receivers, to carry on. Difficult, too, was the weathering of a serious depression. However, we managed to continue leading the way, albeit scarcely more than a "baby" ourselves in a then truly "baby industry." Now, during television's similarly trying introduction to commercial operation, Don Lee seeks further progress. What we enjoy today in TV is not the ultimate; there's more to come. Don Lee humbly hopes to be among those in the honored vanguard.

The list of Don Lee's technical and program contributions and "firsts" is historically significant and impressive —and has continued since the inauguration of other stations. But, typically, Don Lee is not resting on past achievements nor previous laurels. We are oblivious to the past, except for the knowledge and experience gained and we look forward only. To this end were created the country's first combined television and radio studios, our Hollywood home, built expressly for simultaneous operations in both mediums. For the same reasons Don Lee also brought to television the first out-and-out motion picture executives, vice president in charge Charles L. Glett, and as executive producer, (introducing this title to TV) Cecil Barker to inject needed motion picture thinking into television. Similarly, Don Lee is alone in having its own—and so titled—Director of Television Research in charge of color, Harry R. Lubcke. Recently Don Lee also participated in the development of the new "Electra-Zoom" lens for TV cameras now in exclusive use at Don Lee.

Soon, with the approval of the Federal Communications Commission we hope to be broadcasting from Mt. Wilson. Our transmitter and staff housing buildings are already completed there. Then, after installing the latest and finest equipment available, we believe we will have the best television station. as well as the first, continuing as always second to none and buttressed with our 18 years of operating know how that has helped set the pattern for all. For this reason we like to feel that our mistakes are now behind us.

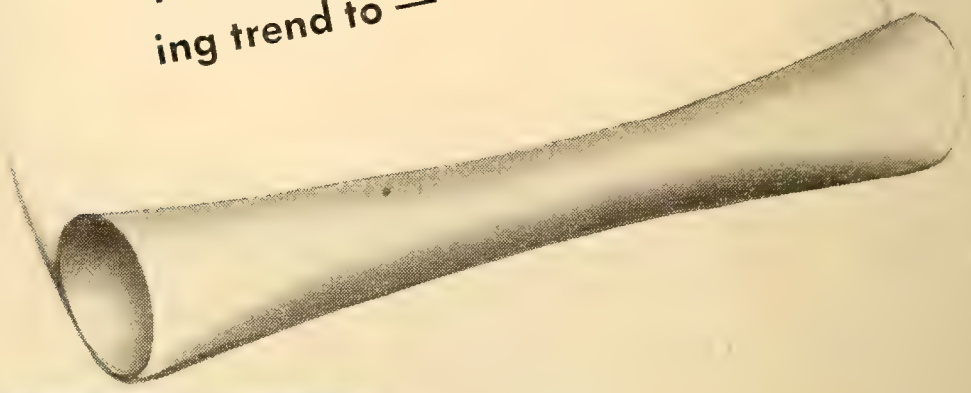
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PROBLEMS OF TV OPERATIONS VIEWED BY BROADCASTER

by
J. LEONARD REINSCH
Managing Director of Cox Stations

WHEN Frank Burke asked me to write an article on television station management I was hesitant. For today each city presents a different problem—one station, four network cable lines; two stations and three lines; three stations and one line; two stations and no line, etc.

Certain fundamentals, however, are threaded through this confusing pattern.

First there is the American cycle of broadcasting: Better programs make listeners, listeners are circulation, circulation makes for effective advertising, effective advertising means increased revenue, and increased revenue makes possible better programs. One factor is added in television: Better programs and longer schedules sell sets—and sets are vital circulation.

•

Late starting stations, particularly in cities new to television, must invest heavily in programming to build circulation rapidly. Advertisers are constantly increasing their minimum set requirements. Therefore, new stations must plan longer schedules of good sustaining programs. This means the fullest use of network sustainers even if the programs are on a contract purchase basis. Only then do affiliates have the right to expect complete network program co-operation. Let your network know about local reaction to network shows.

Delay network shows and film programs will provide a more attractive program fare and better ratings if they are handled properly. Shader and audio men may often improve the program sufficiently to justify the added payroll cost.

There is still a lot to learn in television programming so be open minded about new ideas. Disc jockey shows that seem almost unprofessional in their format have turned in surprisingly high ratings. Cooking school participation shows and shopper shows that just got by in radio may surprise with their sales return. Even island shows may have sufficient drawing power to justify their expense. All programs, of course, should be presented on a professional basis.

•

Since the switch, on the part of the viewer, from station to station in television requires more effort than in radio, thorough promotion of all programs is imperative. Borrow movie techniques and add your own touches. Capitalize on big names and cover local events. Include a news program with local flavor. Use not only interviews, but still pictures of local people. If the occasion is particularly newsworthy, shoot some movie film emphasizing good close-up shots. This local movie film does not need to be sound on film to attract favorable local attention.

Your program promotion will cut two ways: Build a viewing audience of present owners and help sell new sets. In this latter connection find out why non-set owners don't buy. If possible, answer their questions with your own promotion. Don't depend on set dealers to develop your circulation. A newspaper owned station will find it worthwhile to run a series of full page ads about what people miss if they don't own a television set. These ads will increase the effectiveness of television set lineage and almost automatically increase set sales.

It is the commercial part of the picture that should be clear to a radio station operator entering television. It should not be necessary to go through years of changing rate cards for a standard television rate card is now available. Use it from the start and make buying as easy as possible.

Obviously coverage maps, both mv/m and mail, should be prepared as quickly as possible. Market information with set circulation should be kept up to date.



CHANNEL 5 – LOS ANGELES

KTLA — YOUR No. 1 SALESMAN in the World's Fastest Growing Market

Lita Baron, featured vocalist in KTLA's "Latin Cruise"

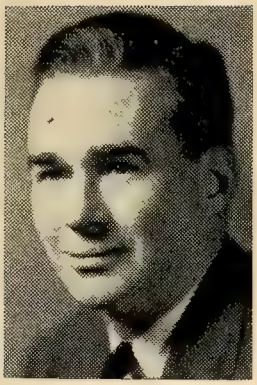
46.3% of the Los Angeles TV audience* is tuned to KTLA all evening, every evening. KTLA's average share-of-evening-TV-audience nearly equals the total average audience of all six other Los Angeles TV stations combined . . . is more than three times the following of its nearest competitor!

*September-October Hooper Measurement of the Broadcast Audience Served by 7 TV Stations.

KTLA Paramount Television Productions Inc.

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New York Sales Offices • 1501 Broadway • BRyant 9-8700

KEY STATION OF THE PARAMOUNT TV NETWORK



PROBLEMS OF TV PRODUCTION REPORTED MANY AND VARIED

by
ALEXANDER STRONACH
Eastern Television Program Manager
American Broadcasting Company

LOOKING at a television studio from the control room, the observer sees the cameras ranging along the fringes of the more brightly lit areas. Beyond them, lie the set, the domain of the scenic designers and the physical production managers. Here, whether it be a ten-by-ten square foot area or the whole of a studio many times that size, is one of the most important testing grounds in the development of what will soon be known as "the television technique."

Let's take a look at straight drama as a yardstick of television as an entertainment form. Hollywood designs and builds sets for realism. Space is of no concern and, until the recent economy wave, money only a little more so. The theatre, within the constant limitation of the proscenium arch, builds for the best staging of each play. Optimistically, it counts on the repeated usage made possible by a successful run.

Today, television has neither space as Hollywood knows it, repeated use as the theatre knows it, nor money as either knows it. Each production, complete to the minutest detail, is assembled for a one-time presentation. Yet it must show itself in a way that will bear critical appraisal and comparison with the older entertainment forms.

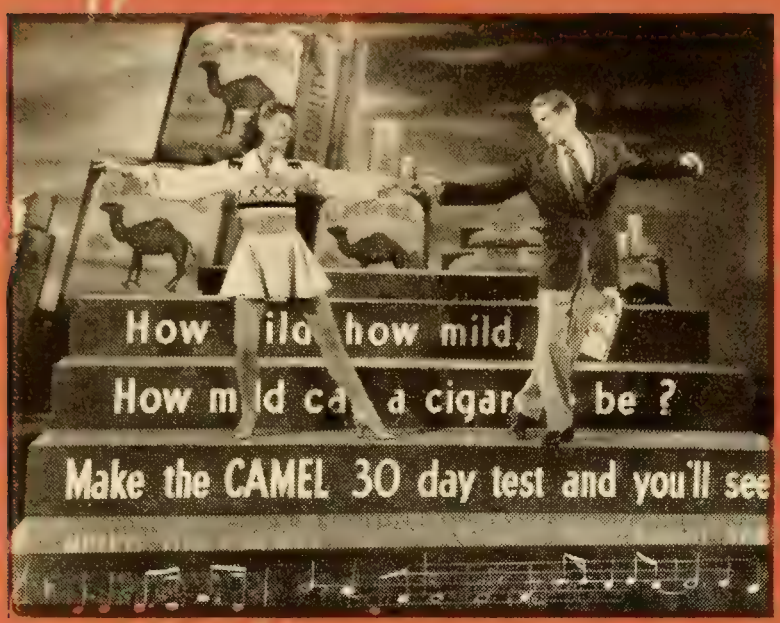
Much has been written about the limitation of the television camera and the small screen which is the viewers' contact with its product. Little or nothing has been said about the fact that the camera and the screen are in pretty much the right ratio to the studio space available for sets. Movie makers, who think in terms of large screen projection, theatre thinking in equally large terms, have had to drastically change their approach in television. Tight sets, uncrowded scenes, proper perspective and lighting are of the greatest importance if the talent, the cameramen, and the director are going to put their contributions across.

As to the sets themselves, "the budget" is King. It is not unusual to see the back drop of a minute-and-thirty-second commercial which, with its appropriate props and appurtenances, cost $500. In the same studio, a sustaining show will have a three-set unit, put together from the stockpile of old scenery at a cost of $200. This is the playing area of the entire half hour and of correspondingly more importance in its effect on the viewer. Camera masks, trick mirror effects, intricate lighting cues may take hours of rehearsal and hundreds of dollars, then flash across the viewers' screen in terms of seconds. Never in show business has there been more of an opportunity for creative ingenuity than in the production end of television today.

As an art form, television today is still in swaddling clothes. I venture to say there is more to be learned than has been learned. Take the basic element of color for example. Most designers today avoid the use of pastel colors in scenery. To the painter's eye, pastel green and a pastel blue have contrast, but to the camera's eye these both come out in the same shade of very light gray.

As a corollary to the color problem, there is that of the electronic tubes themselves. Up until recently, all television cameras were equipped with tubes which had a high red response. Hot, incandescent light brought out the sharpest degrees of contrast. Shades of red showed up as truest greys to pure black. Today, the newest tubes have a high blue response. Fluorescent lights, fewer candle foot per area, different degrees of color values are the result. Next month a better tube may be produced with a response half way between. Certainly, on no score can we as yet get "sot in our ways."

how long are 60 seconds?



In TV, the one mass selling medium which combines sight with sound, 60 seconds is just as long as it is visually entertaining.

The selling power of a TV commercial is achieved through experienced film making. TRANSFILM, a pioneer in developing TV techniques, knows how to reach and win audiences.

Proof: — the well-known CAMEL spots and hundreds of other TRANSFILM-produced commercials now stimulating sales for leading advertisers on all channels.

TRANSFILM

INCORPORATED

35 WEST 45th STREET · NEW YORK 19, N.Y.

AGENCY TV PERSONALITIES 1949-1950

The ***Year Book of Television*** *herewith presents a "Who's Who" of top TV Agency Executives and a listing of their* 1949 *television accounts.*

EVERARD W. MEADE
Young & Rubicam, Inc.



MEADE

Meade began his agency career as a writer with Benton & Bowles. In 1935 he joined Young & Rubicam and served that agency as a writer-producer until 1938. With them he worked on such shows as Jack Benny, Charlie Butterworth, the Packard program with Fred Astaire and Burns & Allen. Departing Young & Rubicam he joined Ruthrauff & Ryan to produce many of their top flight shows. During the war he served as a naval air combat intelligence officer. In 1948 he returned to Y & R where he is now v.p. & dir. of their radio dep't. The agency's list of TV shows includes: We The People (Gulf Oil), The Goldbergs (General Foods, Sanka Coffee), Arthur Godfrey's Talent Scouts (Thomas J. Lipton), Fred Waring Show (G. E. Co.), Paul Whiteman Show (Goodyear Tire & Rubber Co.), Aldrich Family (Jell-O), Silver Theatre (International Silver), and Hollywood Screen Test (Duffy-Mott).

ROGER PRYOR
Foote, Cone & Belding

He enjoys a wide background in the entertainment field. He started in show business at the age of 18, playing in summer stock. From there he moved to leading parts on Broadway and in Hollywood. Finally came radio, first as an orchestra leader, then as M. C. on the Gulf Screen Guild Program. Other shows on which he appeared were: Theater Guild, for the United States Steel Theater Guild of the Air, The Hildegarde Show, The Pause That Refreshes, and Reader's Digest. Since 1947 Pryor has been director of TV for the New York office of Foote, Cone & Belding. Among Foote, Cone & Belding clients who have been represented in TV are Union Oil, Sunkist, Pepsodent (Lever Brothers), Kleenex (International Cellucotton Products Company), Toni Home Permanent, B-B Ball Point Pen, Rheingold Beer and New York Central. The agency will handle Bob Hope's first television show, sponsored by Frigidaire, scheduled to start sometime in 1950.



PRYOR

DONALD N. McCLURE
N. W. Ayer & Son, Inc.



McCLURE

Started in show business as a child actor and liked it so much he decided to make a career of it by matriculating in the Drama Department at Carnegie Tech. Hollywood and the "talkies" offered a chance to be a triple threat man; acting, writing and directing for Universal Pictures. First National and R. K. O. gave him an overall background in movie making. His first radio assignment came when he joined the Bob Ripley "Believe It Or Not" staff as director of the show's remote pick-ups. During the war, McClure served as a civilian test engineer for the U. S. Navy. In Oct., 1944, he joined N. W. Ayer & Son as dir. of TV production. In that capacity, he supervises spots for Lucky Strike, Illinois and Michigan Bell, Personal Products, The Atlantic Refining Co., Sheffield Farms and United Air Lines. Network shows: The Singing Lady for Kellogg Corn Soya and Kukla, Fran & Ollie twice a week for National Dairy, Sealtest.

HERBERT B. WEST
Batten, Barton, Durstine & Osborn, Inc.

Head of the TV Department at BBDO. Formerly account executive, radio account executive, and copywriter. With agency 13 years. Author of trade articles on advertising. Lecturer at Columbia University. Agency at present has 33 clients active in TV, probably a record. Presents on TV Brooklyn Dodgers, Chicago White Sox, Chicago Cubs, B. F. Goodrich Celebrity Time on ABC Sunday nights 10-10:30 Eastern Standard Time, Telepix Newsreel twice a night,



WEST

Tex Antoine Weatherman every night on WNBT, boxing and wrestling from Chicago and Pittsburgh, plus spot schedules for 26 other accounts. TV production head, Hugh Rogers; TV film section, Thomas A. Wright; Account service section, John Thomas; TV commercials, Robert Foreman; TV programming, Wick Crider; TV time-buying, Tucker Scott; TV research, Mrs. T. Anderson; TV publicity and merchandising, James McGarry.

WALTER CRAIG
Benton & Bowles, Inc.

Started life as a vaudeville actor. Later played in musical comedies and entered radio as program director of World Broadcasting System. Left this organization to establish his own independent production firm which he abandoned after eight years on doctor's orders. Then followed a two year stint as radio director of Street & Finney, and a like period as program director of Ed Noble's WMCA, which immediately preceded his joining Benton & Bowles in 1942. He is currently vice president in charge of radio and television. Benton & Bowles currently has the following network commercial TV programs: "Who Said That," sponsored by Crosley; "This Is Show Business," sponsored by Crosley; "Hollywood Screen Test," sponsored by Best Foods, Inc.; "Mama," sponsored by Maxwell House Coffee.



CRAIG

WINSLOW H. CASE
Campbell-Ewald Co.



CASE

An acknowledged leader in agency TV operations, V.P. Case entered advertising in 1927. He has worked with Stinson Aircraft, La Driere Art Service, Chesterfield Cigarettes; and was also on the advertising faculty of Columbia Univ. With Campbell-Ewald, Case has supervised overall campaigns for several of the company's major accounts. He is currently in charge of radio and TV for all of the agency's clients, and supervises all Eastern operations. Campbell-Ewald currently handles two major network programs for Chevrolet: the Tele-Theatre drama series via NBC-TV and the musical revue, Inside U. S. A., on CBS-TV. Last fall, the agency also supervised DuMont coverage of the Notre Dame games, sponsored by the Chevrolet Dealers. The local Chevrolet Dealers Ass'n. ranks as the country's top local advertiser in TV. Its five weekly shows and heavy spot schedule are also handled by Campbell-Ewald.

ADRIAN SAMISH
Dancer-Fitzgerald-Sample, Inc.



SAMISH

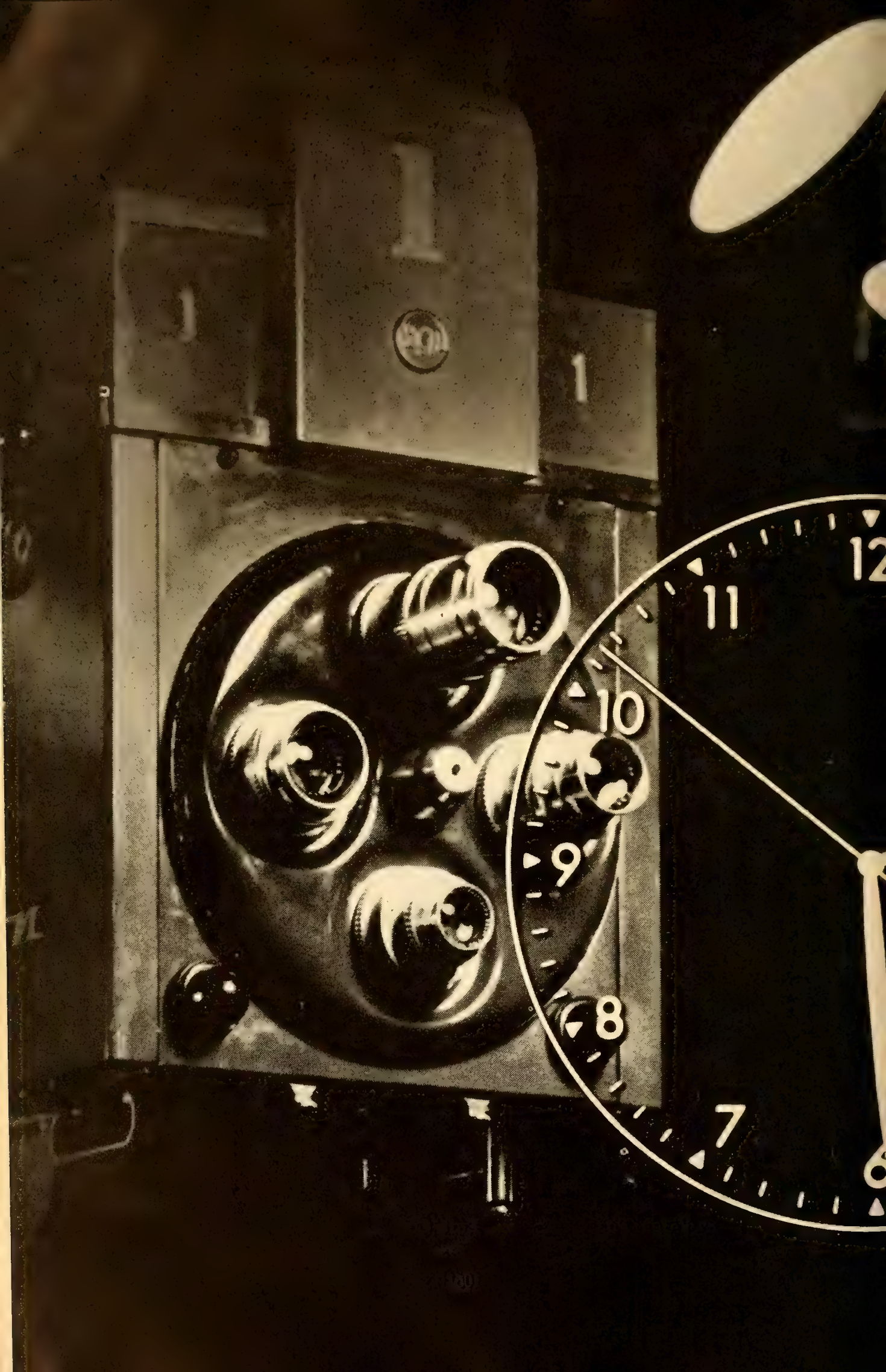
Vice president and director of radio and TV for Dancer-Fitzgerald-Sample, Inc., he has run the gamut of radio broadcasting and show business in his career. Starting at 17, his background includes actor, director and stage manager in Broadway and summer stock productions and director of motion pictures in Hollywood. He has produced, directed and written for radio since 1935, having been with Arthur Kudner, Young & Rubicam and, before assuming his position at DFS, was v.p. in charge of programs and TV for the American Broadcasting Company. Among those TV shows handled by Dancer-Fitzgerald-Sample are The Lone Ranger for General Mills, Inc. and Okay Mother for Sterling Drug, Inc. Other TV shows under preparation are the Beulah Show, which will be done in Hollywood on film and the Betty Crocker Magazine of TV, which will be telecast live from New York.

TEVIS HUHN
Warwick & Legler, Inc.



HUHN

Born in Philapelphia, Pa., he graduated from the Haverford School, Haverford, Pa. Following his discharge from the U. S. Army in 1918, he matriculated at Princeton University, Class of 1922, and subsequently attended University College, Oxford, England. Entering the U. S. Career Foreign Service, he was commissioned Vice Consul and Diplomatic Secretary, serving in Paris, Washington, D. C., Buenos Aires, and Montevideo. Following his resignation from the Foreign Service, Huhn joined the Columbia Broadcasting System, where he remained until his affiliation with Warwick & Legler, Inc. He has been director of radio and TV there since 1939. During the year 1949 Warwick & Legler, Inc. has televised The Life of Riley over NBT and the affiliated NBC TV network. This program is sponsored by the Pabst Sales Co., brewers and distributors of Pabst Blue Ribbon Beer. The agency has also placed various participation spots on WOR-TV for The George W. Luft Co.


12
11
10
9
8
7

television-year ten



2: 29: 50 PM

That was nine years ago . . .
the first television commercial . . .
a Bulova time signal on NBC.

In those days, television was an advertising luxury, even for its few hardy pioneers . . . its biggest reward the prestige of a historic role in developing a radically new medium.

Today, only a decade later, it's as plain as TV's myriad roof-top antennas that *television has changed from an advertising adventure to an advertising necessity.*

This is the year NBC Television will blanket areas containing 60% of America's families . . . 144 of the nation's 200 leading counties . . . the richest sales markets from coast to coast. And the products sold by NBC Television sponsors will range all the way from mass consumer items to deluxe motor cars.

Amid these gargantuan strides, only one key fact in television remains unchanged. In 1950, just as in '47 and '48 and '49, NBC Television plays to far more viewers . . . with more popular programs . . . for more advertisers . . . than any other network.

NBC *America's No. 1 Television Network*



television-year ten

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NBC *America's No. 1 Television Network*

A. CARL RIGROD
Donahue & Co., Inc.



RIGROD

His activities in the fields of radio, TV and journalism have been varied and intense. In 1943 he wrote and directed the first studio TV program sponsored by a motion picture company (RKO) on WABD, then called W2XWV. He served as publicity agent with Universal Pictures and later handled radio campaigns for many of the leading movie companies. A journalism graduate of the U. of Mo., he has worked for several Eastern newspapers. Prior to joining Donahue and Coe, he was dir. of radio for RKO pictures. At present Rigrod, dir. of the motion picture, radio and TV dept., is producing and directing all radio advertising activities for M-G-M and producing TV programs for Sunset Appliance Stores Inc. on WPIX and Gold Medal Candy Corp. on WNBT. He does TV spots for Scripto Pencils, Lee Pipes, Aborn's Coffee, and various National movie accounts, as well as radio advertising for Loew's theatres.

MAURICE J. CONDON
Roy S. Durstine, Inc.



CONDON

He was born in Fall River, Mass. on Nov. 19, 1912. After matriculating at Western Reserve University in Cleveland, O., he entered the field of radio in 1931 by joining the staff of station WGAR, Cleveland, as a continuity editor. Condon remained with WGAR until World War II broke out. During 1943-44 he was on duty with the Army Air Force. When the fighting ceased he returned to Ohio and there took his first job in the agency field. He became affiliated with the Cincinnati office of Roy S. Durstine, Inc. as radio director. In 1945 Condon was transferred to the New York office of the agency where he took up the mantle as associate radio director. He has remained at that office until the present time. Since 1948 he has held the position of radio-TV director, and is currently producing the DuMont Cavalcade of Bands for Serutan plus general spots for the Super Set div. of American Cyanamid Co.

WILLIAM L. WEDDELL
Leo Burnett Co., Inc.



WEDDELL

Shortly after his graduation from the University of Chicago in 1929 Weddell landed a job with the Western office of NBC. He's been in radio ever since. Weddell served as sales promotion manager of NBC in Chicago; as radio director of Erwin Wasey & Co.; and later, as assistant sales manager of NBC. In 1946 he joined the Leo Burnett Co. as vice-president and radio director. Current network programs sponsored by Burnett clients are: The Fred Waring Show, Grand Central Station, Club Time, Art Linkletter's House Party, Smilin' Ed McConnell, H. V. Kaltenborn and Richard Harkness, Cedric Adams, Fun To Be Young (Jay Stewart) and Arthur Godfrey (starting April 10, 1950). Burnett accounts using local and spot TV are: Minnesota Valley Canning Co., Brown Shoe, Co., Horlicks Malted Milk, Pillsbury Mills, Inc., Santa Fe R. R., The Hoover Co., The Pure Oil Co., Carling's Red Cap Ale and Dean Milk Co.

NICHOLAS E. KEESELY
Lennen & Mitchell, Inc.



KEESELY

Born in Philadelphia in 1910, his first radio advertising job was with N. W. Ayer & Sons back in 1928. During 15 successful years with them he held the positions of time buyer, casting director, producer, talent head and radio account executive. In 1943 Keesely became program sales manager of CBS, later holding the same position with MBS. He has many radio "firsts" to his credit including, Can You Top This?, The Sealtest Hour, Give & Take, The Al Pierce Show and Fred Waring Cigarette Time. Keesely was instrumental in the development of many of the name personalities of today. Since Keesely joined Lennen & Mitchell where he is V.P. in charge of radio-TV, early in 1948, the agency has been represented on the air by two TV shows: The Original Amateur Hour and Stop the Music, both sponsored by Old Gold. Accounts represented by TV film spots include: Lustre-Creme Hair Shampoo and Lysol.

FRANCIS C. BARTON, JR.
Federal Advertising Agency, Inc.

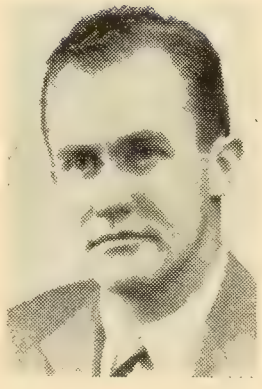
Twenty-three years in advertising—nineteen of it in radio, a touch of dramatics in college, and a dash of commercial movies along the way, provide the background from which Frank Barton has been learning video these past several years. N. W. Ayer & Son., Inc., The Columbia Broadcasting System, the Biow Co., Benton & Bowles, all contributed to his first 20 years in the agency field. Barton is now director of radio and television at Federal Adv. Agency, Inc. His first television effort was a commercial spot on film in 1947 for A. S. R. Lighter and then a wrestling program with filmed commercials in 1948-49 for Trommer's Beer. He then did filmed spots for McCalls, a participation in Cavalcade of Stars for both Gem Razors and Blades and A. S. R. Lighter and the Jack Eigen show for Doeskin Products. Barton's most recent television presentation is Eloise Salutes the Stars for Doeskin Products, Inc.



BARTON

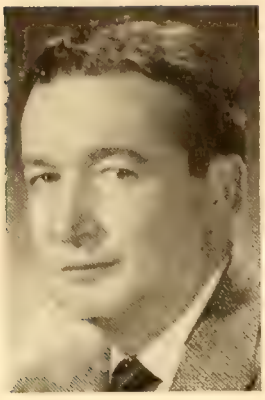
STEVENS P. JACKSON
William Warren, Jackson & Delaney

A graduate of Duke University, his background includes service with the Benton & Bowles agency. He also was an account exec. for radio stations WHN and WMCA and advertising manager of the 7th Regiment Field Gazette. His army service lasted five years during which time he was a Capt. CAC (India, Burma). Jackson has been account executive and director of TV at William Warren agency since 1947. This agency specializes in radio and TV advertising for large N. Y. C. retailers. Its first TV show was Play the Game, a half hour charade program, sponsored by Alexander's Department Store. Since then the agency has had the following clients on video: Lord & Taylor, Spear Furniture Stores, Cardinal Tie Shops, Flag Dog Food, Strauss Auto Supply Stores, Ritz Thrift Shop, Ivel Fifth Avenue, Lucele Limited, Sachs Quality Stores, Bonded Auto Sales, Warren Connolly Distributors, and Stevens Appliances.



JACKSON

ROBERT W. KELLY
J. D. Tarcher & Co., Inc.



KELLY

New England born and bred, Bob Kelly prepped for a career via business administration at Providence College; soon landed with a major oil company. There he stayed for many years, another well organized oil executive. Wearying finally of the comparatively dull routine, Kelly looked about for wider horizons . . . advertising and radio. He joined J. D. Tarcher & Co., Inc., promptly acquired solid agency experiences in accounting, research and ultimately radio and television. Kelly now reigns successfully as director of radio and TV, a superbly trained executive with a sound business background. Adhering to the principle that if you want to swim you've got to get into the water, Tarcher & Co. early had its client, Benrus Watch Co., test the selling power of TV. Since that original trial, other clients, such as Seeman Bros. and McKesson & Robbins have been added. The agency is now concentrating on TV spots.

EDWARD E. SIMMONS
Cecil & Presbrey, Inc.

A decade of radio work began for him when he joined WJAK, Marion, Ind. in 1929. He shifted to WAAF Chicago in 1931 remaining there as program director until 1937. He then became a staff producer-director for WGN, Chicago. In 1938 he joined the Wade Advertising Agency as producer-director on such shows as the Alka-Seltzer National Barn Dance, Uncle Ezra, Alec Templeton Time, Quiz Kids and Roy Rogers. After his discharge from the army, where he had served for some time with the short-wave section of the Armed Forces Radio Service, he joined Cecil & Presbrey, Inc. as West Coast Representative. He came to the New York office in Feb. 1949 where he is now radio-TV director. Cecil & Presbrey's TV accounts have included, the Ed Wynn Show, sponsored by Speidel Corp. on CBS; TV spots for Lamont-Corliss and video spots for Ronson.



SIMMONS

ALLAN BLACK
Cayton, Inc.

Graduated with a B.A. from NYU in 1938. During the next few years he served as announcer-writer-producer for several independent New York stations. In 1945, he quit WQXR to free-lance. During this period he was script writer for several network radio shows, including Grand Central Station, Armstrong Theater of Today, Grand Marquee and the Lone Ranger, and was also engaged by the Radio Division of the Office of War Information. In 1947, he joined Cayton, Inc., as head of its TV department. His first assignment was to direct a country-wide TV spot campaign for the Polaroid TV Filter, which proved an outstanding success. He is the creator and producer of the highly successful Greatest Fights of the Century film series, telecast Friday nights over the entire NBC-TV interconnected network. The show is sponsored by Chesebrough Mfg. Co., for its Vaseline Cream Hair Tonic. He also produces Sports Highlights of the Week, sponsored by Bond Clothes.



BLACK

WILLIAM ALEXANDER CHALMERS
Kenyon & Eckhardt, Inc.



CHALMERS

Canadian born William Chalmers, with consistant circumspection, launched his career at Batten, Barton, Durstine & Osborn after a Quaker school education in N. Y. A year later he shifted to Hollywood as a contract player for Paramount and Universal. Following his return he tried his hand in the book publishing and department store fields. There followed a brief sojourn on the stage, then a jumpback to the agency field. Through the ensuing years he served with Geyer, Cornell & Newell, Erwin Wasey, The Biow Co., and Free & Peters (station Reps.). In August of '47 he joined Kenyon and Eckhardt. Chalmers as v.p. & radio-TV director, supervises the Ford Television Theatre and the United Nations Telecasts for the Ford Motor Co., Toast of the Town for the Lincoln-Mercury Dealers, and various TV activities for the Borden Co., Bristol-Meyers, Ltd., Beech-Nut Packing Co., Lincoln-Mercury Div. of Ford Motor Co., and the Kellogg Co.

LEWIS H. TITTERTON
Compton Advertising, Inc.

He received his education at two of the world's more stellar institutions of learning, Cambridge University and Harvard. Titterton became assistant editor of the Atlantic Monthly in 1925. Remaining with that magazine for a year, he next moved over to the Macmillan Company where he assumed the post of assistant to the general sales manager. In 1928 he became an associate editor at Macmillan. He entered the field of radio in 1932 when the National Broadcasting Company beckoned him as script editor. He was affiliated with NBC for a period of 12 years (1932-44), then joined the Compton Advertising Agency as director of radio. His present title with Compton is vice-president, director of radio & TV. The Compton Agency is currently producing the Procter & Gamble Fireside Theater, over NBC's Eastern and Midwestern TV network.



TITTERTON

HOWARD G. BARNES
Dorland, Inc.

He came to Dorland with 15 years experience in all phases of broadcasting, theater and films. As a senior producer for 8 years at CBS, New York, Barnes was a creative force behind the Columbia Workshop, the N. Y. Philharmonic Broadcasts, Duffy's Tavern and other outstanding shows. He served four years in the Navy as a Lieutenant and producer-writer of training and propaganda films. After the war he returned for a year as a CBS producer and later was an independent producer of radio, motion picture features for syndication to TV stations. Prior to CBS, Barnes, as executive producer of the Music Corp. of America, was a guiding force in the development of Kay Kyser's Kollege of Musical Knowledge. As v.p. of radio and TV, he has helped to build Dorland into a small but growing and aggressive contender in both media. Dorland's national TV accounts include A. S. Beck Shoe Corp., Helbros Watch Co., Ameritex Fabrics.



BARNES

LEE COOLEY
McCann-Erickson, Inc.



COOLEY

Started his radio career in 1931 as an announcer. He later moved on to direction in radio and movies. In 1938 Cooley joined the Don Lee organization, but left a few years later for New York where he wrote and produced shows for B.B.D.&O. and Ruthrauff & Ryan. In 1946 he joined McCann-Erickson, Inc. as director of television and commercial motion pictures. From May 1947 to August 1949, he produced "The Swift Home Service Club" and "The Swift Show" for Swift & Co. In all, the agency serves 18 clients in Television: Altes Brewing Co., Bell & Howell Co., Beverwyck Breweries, Inc., Broadway Department Store, Inc., Chesebrough Mfg. Co., Cons'd. Chrysler Sales Division, Coldstream Products Co., Leisy Brewing Co., National Biscuit Co., Perfection Stove Co., Renuzit Home Products Co., Richman Brothers Co., The S. O. S. Co., Southern Counties Gas Co.'s, Standard Oil Co. (Indiana), The Standard Oil Co. (Ohio), Swift & Co., and Westinghouse Electric Corp.

MARLO LEWIS
Blaine-Thompson Co., Inc.

Music was the main element of his early youth in Chicago. At the age of seven he conducted the Chicago Symphony Orchestra. He later was Concert Master of Senn High School Orchestra and conducted the University of Chicago Symphony orchestra. In addition he played the violin and clarinet. The business world beckoned him in 1932 when he became a reporter for the City News Bureau in Chicago. After that he moved to New York where he became assistant to the production manager and space department manager at the Biow Co. Lewis also was an account executive with the Hirshon Garfield Agency. During this time in New York he helped create the local sales department and programs for CBS. Presently he is executive vice-president of Blaine-Thompson and package producer of Luncheon at Sardi's and Ed Sullivan's Toast of the Town.



LEWIS

PRESTON H. PUMPHREY
Maxon, Inc.

A graduate of Ohio Wesleyan U., he entered the radio field in 1929. He has served on the radio production staffs of NBC and Benton & Bowles and as radio director for two advertising agencies, Fuller, Smith, Ross, Inc. and Warwick & Legler, Inc. The Fred Allen Show, Palmolive Beauty Box, Warden Lawes, Metropolitan Opera Auditions, Minute Mysteries and Maxwell House Show Boat are some of the more important programs that Pumphrey has produced and directed for radio. In 1947 he turned his talents toward the field of television. Today he is director of television for Maxon, Inc. an agency which is handling such sports highspots as the World Series, racing's Triple Crown, and Friday night Boxing for the Gillette Safety Razor Co. Other Maxon video clients include; Griesedieck Western Brewery Company, Magnavox Inc., and Hotpoint, Inc.



PUMPHREY

MILTON DOUGLAS
Stanton B. Fisher, Inc.



DOUGLAS

He started in show business in 1929 as a singer and actor, appearing in Broadway plays and movies. He was under contract to Warner Bros. for a year, but came back East when musicals fell off and sang in various hotels and night clubs. Douglas finally wound up as entertainment director for a chain of hotels. He was with this chain for eight years, then went to DuMont as a director. After producing a new variety show, Front Row Center, for the Stanton B. Fisher Agency, Douglas left DuMont and joined Fisher as head of the TV and radio department. The agency expanded the show into a one-hour program, calling it Cavalcade of Stars and many big drug chains decided to come in, namely; Whelan, Walgreens, Liggett, Dow Cunningham, Gallagher, Gray, Harvey & Carey, Hook, Lane, People's, Read, Snyder, Sun, Sun Ray, Taylor and Thrifty Drug Stores.

ARTHUR J. DALY
Peck Advertising Agency, Inc.

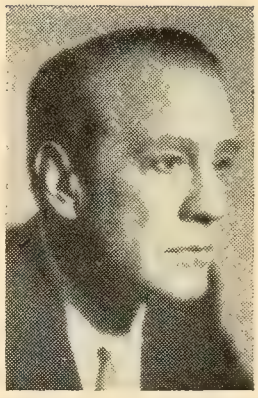
Daly entered radio in 1929 as a producer for the National Broadcasting Company in the New York studios. Over an eight-year period, he produced the Firestone Hour, the Goldbergs, Major Bowes Amateur Hour and numerous other programs in all classifications. Later, he produced the Pontiac Varsity Show, the Telephone Hour, the Cresta Blanca Carnival, and in California during a five-year period, such programs as the Rudy Vallee Drene program, the Corliss Archer program and others. Currently Daly is the radio-television director for the Peck Advertising Agency, Inc. in New York. At the present moment, Peck's television activities are composed entirely of spot announcements and program considerations for Howard Clothes, Old Dutch Coffee, Charles of the Ritz, Premier Foods (Sauce Arturo). The agency is also currently presenting the Johnny Olsen Rumpus Room on WABD, New York, DuMont's key station.



DALY

MYRON P. KIRK
Kudner Agency, Inc.

Vice president and executive director of radio and TV of Kudner Agency Inc., Kirk is a native West Virginian whose early business training was in association with his father in banking, brokerage and theaters. From program and sales activities with WTAM, Cleveland, Kirk organized his own advertising agency, Lang, Fisher and Kirk. In 1933 he resigned from the partnership to accept a vice presidency with Ruthrauff and Ryan Inc. From 1938 to 1941 he was in Hollywood as a vice president of United Artists. He joined Kudner in 1941 as director of radio. Kudner TV programs under Kirk's supervision are: Texaco Star Theater, NBC-TV, (The Texas Co.); Martin Kane, Private Eye, NBC-TV (United States Tobacco Co.); Lights Out, NBC-TV, (The Admiral Corp.); Stop the Music, (Shared with The Admiral Corp. and Old Gold), ABC-TV; Admiral Broadway Revue (The Admiral Corp.); Fireball Fun for All (Buick Motor Division) and Metropolitan Opera Opening (The Texas Co.).



KIRK

FREDERICK A. "TED" LONG
Geyer, Newell & Ganger, Inc.



LONG

Long was appointed director of radio and TV at Geyer, Newell & Ganger, Inc., in August 1949. He joined the agency in 1946 as radio production manager and later became assistant director of the department. He was previously radio account executive and head of the motion picture and TV department at Batten, Barton, Durstine & Osborn. During the war, Long was director of U. S. radio activities and administrative officer for the Coordinator of Inter-American Affairs in New York. Starting in radio in 1927, Long produced and directed programs on all national radio networks, was Washington program manager of CBS, director of broadcasting for the New York World's Fair, and head of radio for Lord & Thomas in Chicago. Current commercial video programs and sponsors are Kelvinator's Homemaker's Exchange, participation, on CBS-TV network of fifteen stations; and Kruger's Boxing with Dennis James.

H. PIERSON MAPES
Hutchins Advertising Co., Inc.

He has enjoyed a long career in the advertising and distribution field. He first joined the May Radio and Television Corp., a Philco distributor, in 1930. By 1933 he had risen to the position of sales promotion and merchandising manager. Mapes became connected with the Hutchins Advertising Co. in 1945. He is now in charge of the radio-TV department and commercial motion picture department. During the past five years Mapes has been repsonsible for many fine radio programs, including the Radio Hall of Fame, the Bing Crosby show, the Burl Ives show and the Breakfast Club (Philco Portion). The Hutchins agency's programs now on the air are: Philco Television Playhouse, NBC network, and the Breakfast Club (Philco Portion), ABC. In addition the agency also handles some important radio and television spot advertising.



MAPES

WILSON M. TUTTLE
Ruthrauff & Ryan, Inc.

His career has run the gamut from actor to writer to director. During the years 1932-35 he acted on stages in California, New York and Chicago. In between he did some writing and directing for stations WIND and WCFL, Chicago. He joined radio station WOR, New York, in 1936 as staff director, announcer and nighttime station manager, and remained there until 1939 when he came to Ruthrauff & Ryan as program director and supervisor. Tuttle is now vice-president, director of radio and television at R&R. Current among the agency's video accounts are: American Kitchens; Chrysler Corp., Dodge Div., Dodge Dealers of Los Angeles; Dodge Dealers of St. Louis; Edwards Coffee; Galveston-Houston Breweries; Griesedieck Bros. Brewery Co.; Gunther Brewing Co.; Lever Bros. (Spry); Morris B. Sachs; Pittsburgh Dodge Dealers Ass'n.; Reddi-Wip; Safeway Stores; Seattle Dodge Dealers; Western Reddi-Wip Co.; Sterling Salt Co.; Allied Florists (Chicago), Heet.



TUTTLE

MIRIAM TRAEGER
Abbott Kimball Co., Inc.

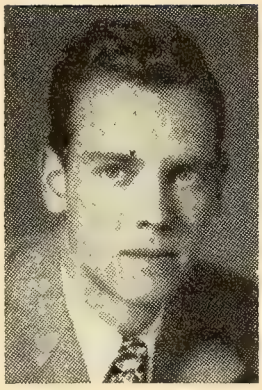


TRAEGER

She has long been associated with the radio field. Her early training began with WMCA as secretary to the president. From WMCA Miss Traeger moved, in 1941, to WINS. 1944 found her Time Buyer at Abbott Kimball Co., Inc. supervising broadcast campaigns for clients such as, Joe Lowe Corp., Koret of Calif., Mark Cross, Renoir Perfumes, Marvella Pearls, Bonne Bell Cosmetics, Black Starr and Gorham, Colonial Dames Cosmetics, Union Pharmaceutical Co., Peggy Sage, Artra Cosmetics, Inc., Norcross, Inc., Family Laundry Owners Assn., Lipstae, and Northam Warren Corp. She signed the first agreement with a TV station for Norcross, Inc. It was a modest beginning, but as the scope widened with the rapid expansion of TV stations other clients entered the medium on a selective market basis. Some of these accounts are Rogers Peet, Artra Cosmetics, Inc., Lampl Fashions, and Jackson Furniture Co.

HUGH HOLE
Brooke, Smith, French & Dorrance, Inc.

Graduated with a B.A. degree in Dramatic Art, University of N. C. in 1942. During four years there he worked in local radio stations and participated in many theatrical productions produced by the N. C. Players Assn. In June, 1942, he entered the radio department of Benton & Bowles, New York City. During four years there he acted as producer, director and administrative assistant. In 1946 he formed his own independent production company, Television-Radio Enterprises. Later he joined Dancer-Fitzgerald-Sample as supervisor of all commercial production. He joined Brooke, Smith French & Dorrance, Inc., in Aug. 1948 as director of radio and TV, handling these shows: Detroit Tigers home baseball games and Detroit Lions home football games for the Goebel Brewing Co.; Inside Football, WWJ-TV, Detroit for the Goebel Brewing Co.; 4-Star Final News, WJBK-TV for the Hudson Motor Car Co.



HOLE

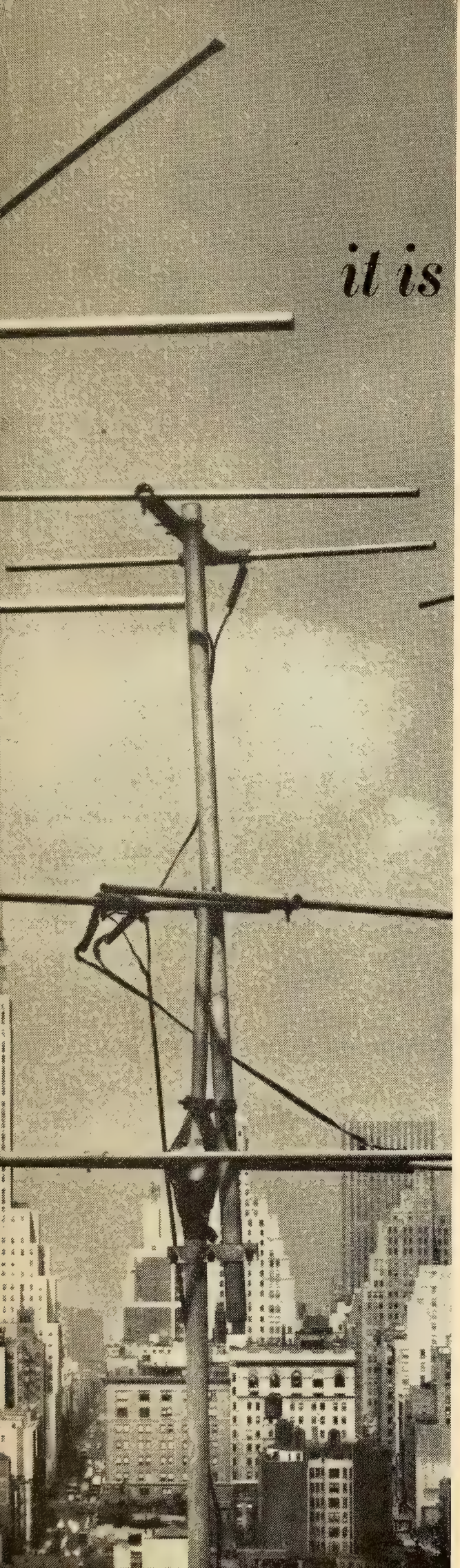
JOHN S. DAVIDSON
Fletcher D. Richards, Inc.

Born in New York City, he attended Lawrenceville School and Yale University (Sheffield Scientific Schools). Davidson entered the radio business in sales and programming at NBC in 1927. Formerly he had been with Judge Weekly and the Selznick Moving Picture Co. His years in radio have seen him serve as radio director for Ruthrauff and Ryan, Young and Rubicam, J. M. Mathes, and as radio-television director at Federal Advertising Agency. In 1947 he joined the Fletcher D. Richards agency, where he is now radio and television director. Among Richards' TV programs and accounts are: Special animated film shorts for U. S. Rubber Co. (tire division); "Lucky Pup" for U. S. Rubber Co. (footwear division); Animated film shorts for Durham-Enders Razor Corp.; Boxing Matches for Berghoff Brewing Corp.; "Market Melodies" for Foremost Dairies, Inc. and a news program for Eastern Air Lines.



DAVIDSON





it is now tomorrow...

Look closely at your new horizon.

These are not the shapes of things to come, but of things already here.

For today, television in its *full* proportions is clearly visible ...creating new patterns in the basic habits of Americans. It is changing the way they work and play; the way they think and talk, and buy and sell.

In this pattern, the habit of tuning to CBS Television is firmly fixed —held fast by powerful programming like The Goldbergs...Studio One... Arthur Godfrey...Ed Wynn...Mama ...Suspense...Inside U.S.A....

For in television as in radio when you tune to CBS, you know you're tuning in the kind of entertainment that satisfies the largest audiences in the world.

CBS *television*

first in audiences



it is now tomorrow...

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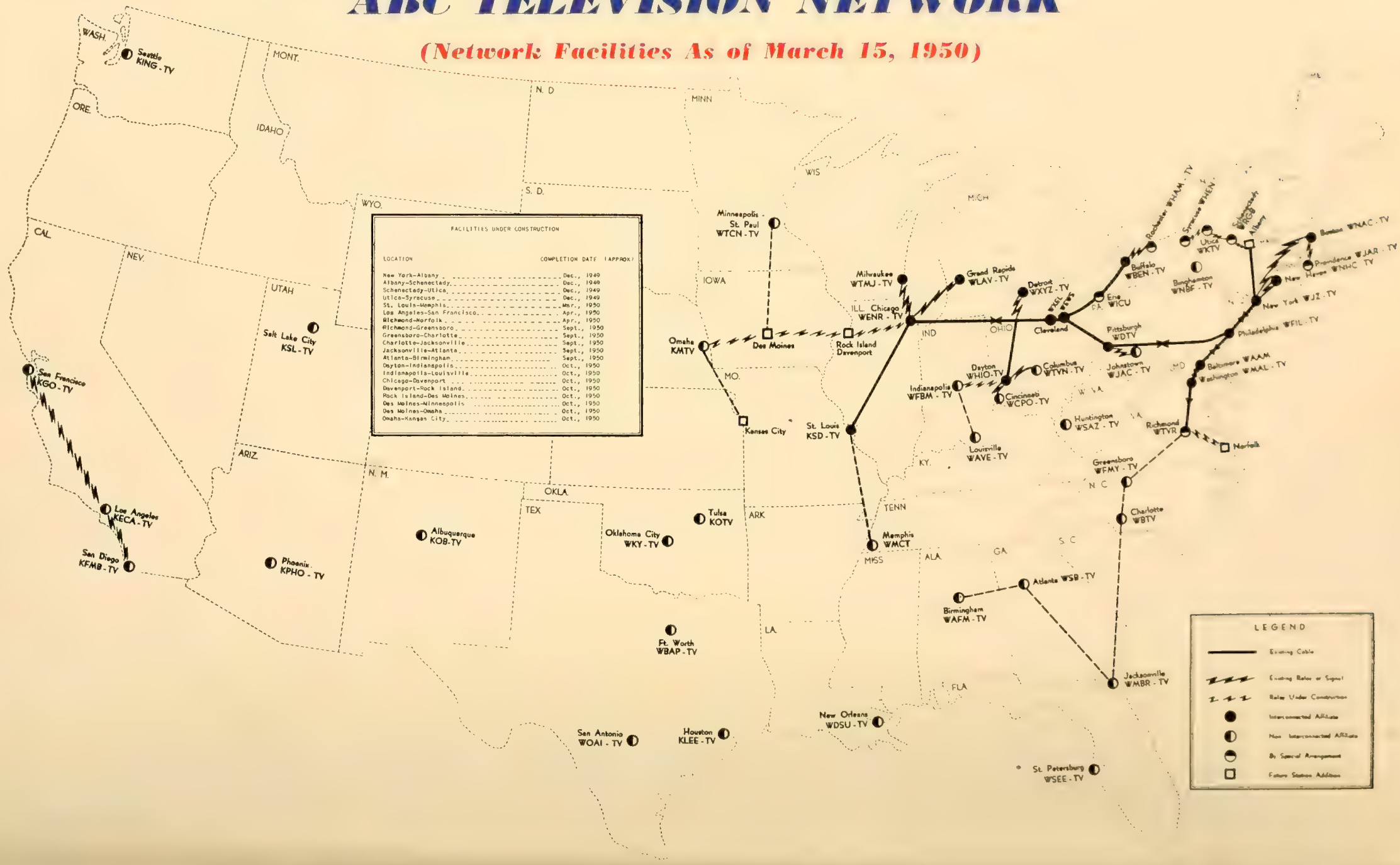
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CBS *television*

first in audiences

ABC TELEVISION NETWORK

(Network Facilities As of March 15, 1950)



FACILITIES UNDER CONSTRUCTION

LOCATION	COMPLETION DATE (APPROX.)
New York–Albany	Dec., 1949
Albany–Schenectady	Dec., 1949
Schenectady–Utica	Dec., 1949
Utica–Syracuse	Dec., 1949
St. Louis–Memphis	Mar., 1950
Los Angeles–San Francisco	Apr., 1950
Richmond–Norfolk	Apr., 1950
Richmond–Greensboro	Sept., 1950
Greensboro–Charlotte	Sept., 1950
Charlotte–Jacksonville	Sept., 1950
Jacksonville–Atlanta	Sept., 1950
Atlanta–Birmingham	Sept., 1950
Dayton–Indianapolis	Oct., 1950
Indianapolis–Louisville	Oct., 1950
Chicago–Davenport	Oct., 1950
Davenport–Rock Island	Oct., 1950
Rock Island–Des Moines	Oct., 1950
Des Moines–Minneapolis	Oct., 1950
Des Moines–Omaha	Oct., 1950
Omaha–Kansas City	Oct., 1950

A. B. C. TELEVISION NETWORK

ROBERT E. KINTNER
President



KINTNER

Robert E. Kintner, president of the American Broadcasting Company, is, at 40, the youngest president of a national network. He is also the most recently elected major radio network chief executive, having been named to his new office by the ABC board of directors on December 30, 1949. At the same meeting the ABC board elected Mark Woods, president, to be vice-chairman of the company. Kintner who prior to his election as ABC chief, was executive vice-president, joined the company in 1944 following his discharge from the Army as Lieutenant Colonel. Before his service in the Army, for which he was awarded the Legion of Merit, he had a distinguished career as a reporter, Washington correspondent and co-author with Joseph Alsop of a nationally syndicated Washington newspaper column.

CHARLES C. BARRY
Vice-President in Charge Radio-TV Programming

One of the radio industry's best liked personalities. Charles C. (Bud) Barry, vice-pres. in charge of radio and television programming, has been one of the top program officers of the ABC network since its organization. During the period from 1942 to 1945 he was the network's national program director and two years later, in 1947, was elected a vice-president and placed in charge of radio and television programming. Barry, a former presidential announcer, has to his credit a large number of radio innovations which are today in wide use in the broadcasting industry. He was instrumental in the development of high fidelity transcription recording and played a prominent role in promoting the sale of time for presentation of opposing viewpoints on controversial questions. He also has been the guiding light in the development of such top radio and TV programs as "Stop The Music" and "The Paul Whiteman TV Revue."



BARRY

ALEXANDER STRONACH, JR.
Manager of Television Programs

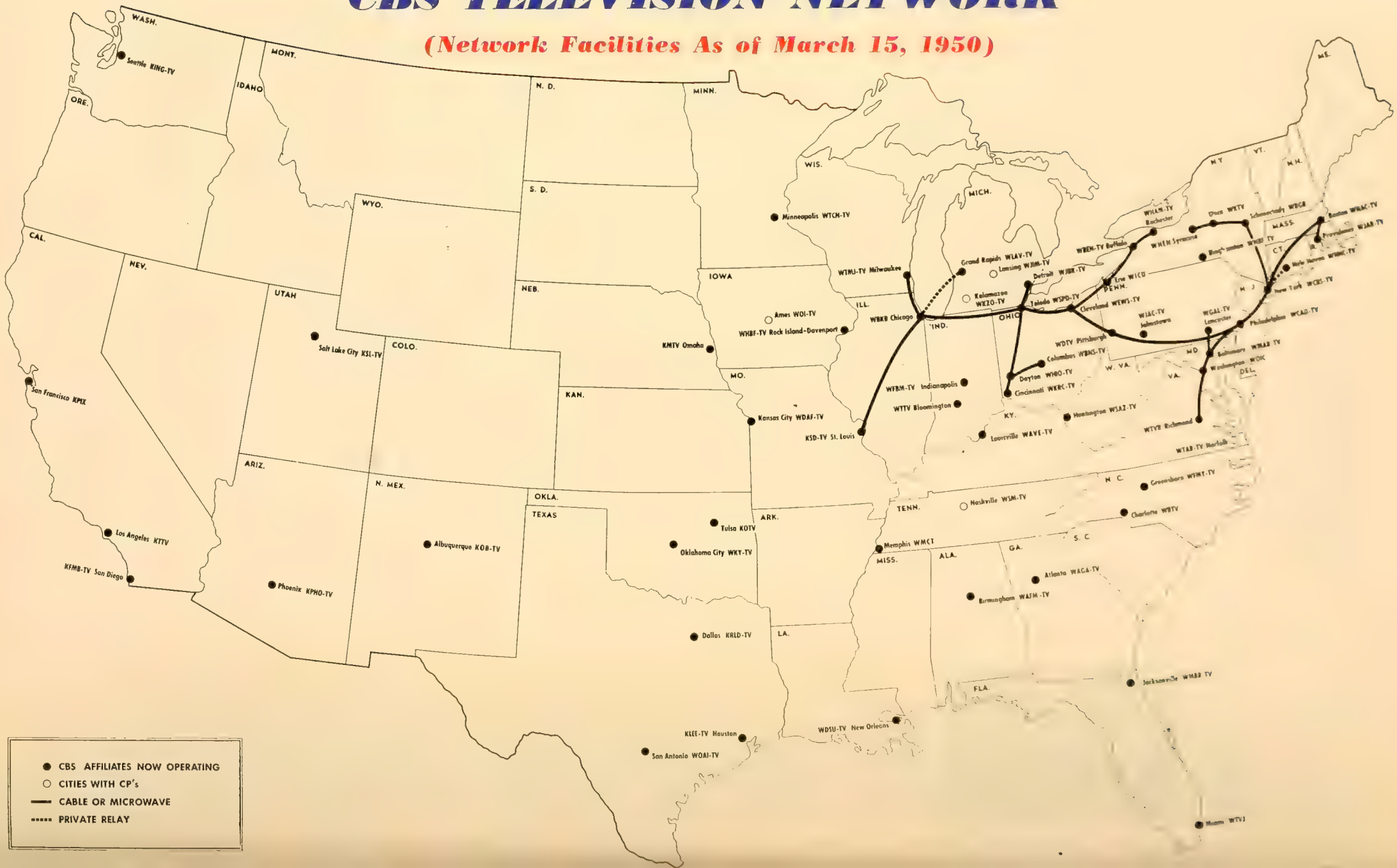
With a solid advertising agency background behind him, Alexander (Sandy) Stronach, Jr., ABC manager of television programs, joined the network in Sept. 1948. His agency experience started in 1938 when, from Hollywood, he joined Young & Rubicam, Inc. as a writer on the "We, The People" radio show. Subsequently he produced and directed this program, as well as "Mystery Theatre," "The March of Time" and several other of the agency's commercial programs. He also served as production supervisor, talent and program manager for Young & Rubicam. In 1947, he joined the William Morris Agency as a radio-television executive. During his year and a half at ABC, the network has realized upon the full potentialities of television with the commercial "Paul Whiteman Revue," and has successfully translated "Stop The Music" from radio to video.



STRONACH

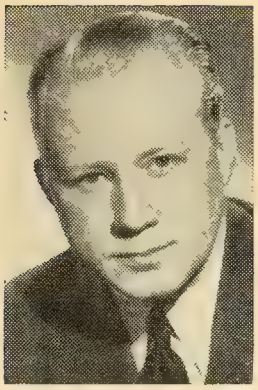
CBS TELEVISION NETWORK

(Network Facilities As of March 15, 1950)



C. B. S. TELEVISION NETWORK

FRANK STANTON
President



STANTON

Joining CBS in 1935 as research director, Frank Stanton, president of the network, rapidly advanced to a vice presidency in 1942 and was named general manager and elected to the board of directors in 1945. He has been president since 1946. Stanton has a couple of firsts in radio research to his credit. He was the first to develop and use a mechanical device for recording radio set operation and he is a co-developer of the Program Analyzer, a machine for measuring audience reaction to program content. Almost as well known in the field of psychology as radio, Stanton is the author of many books and articles on the former subject. Prior to CBS he had been with the Psychology Department at Ohio State University. During the war he served as a consultant to the Office of Facts and Figures. He was born in Muskegon, Mich., on March 20, 1908, and has degrees from Ohio Wesleyan and Ohio State Universities.

HUBBELL ROBINSON, JR.
Vice President in Charge of Network Programs

In story book fashion, Hubbell Robinson Jr. started at the bottom as a messenger with Young & Rubicam in 1928 and in 1944 was made a vice president of the firm. Subsequently he joined the Blue Network (now ABC) as vice president and director of programs and in 1945 he moved to Foote, Cone & Belding as vice president in charge of radio. Robinson came to CBS in 1946 to take over direction of AM network programs. On January 1, 1950 he assumed general supervision and direction of all CBS programming, both radio and TV. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905, attended Phillips Exeter Academy and Brown U., receiving his B. A. in 1927. After graduation he became a reporter on the Schenectady Union Star and later on the Knickerbocker Press in Albany. In 1928 he moved to New York and entered advertising.



ROBINSON, JR.

J. L. VAN VOLKENBURG
Vice President in Charge of Network Sales

A member of the CBS family for 18 years, J. L. Van Volkenburg, has risen through a number of executive posts with the network to his present position as network sales vice-president. He joined CBS in 1932 as general manager of KMOX, a Columbia-owned station in St. Louis. In 1936 he was appointed assistant to the CBS vice-president in charge of the Central Division. Van Volkenburg was named general sales manager of radio sales, in 1945 and, three years later had assumed supervision of Columbia-owned stations as director of station administration. Shortly thereafter he was named vice president and director of Television operation and on Jan. 1, 1950, took over his present assignment. Van Volkenburg was born in Sioux City, Iowa, Dec. 6, 1903 and attended the University of Minnesota.



VAN VOLKENBURG

DuMONT TELEVISION NETWORK

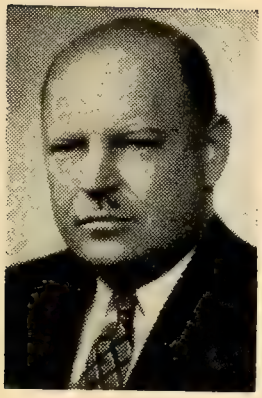
(Network Facilities As of March 15, 1950)



1 WABD — New York, N. Y.
2 WFIL-TV — Philadelphia, Pa.
3 WAAM — Baltimore, Md.
4 WTTG — Washington, D. C.
5 WNHC-TV — New Haven, Conn.
6 WNAC-TV — Boston, Mass.
7 WGN-TV — Chicago, Ill.
8 WJBK-TV — Detroit, Mich.
9 KSD-TV — St. Louis, Mo.
10 WDTV — Pittsburgh, Pa.
11 WSPD-TV — Toledo, Ohio
12 WBEN-TV — Buffalo, N. Y.
13 WICU — Erie, Pa.
14 WTVR — Richmond, Va.
15 WTMJ-TV — Milwaukee, Wis.
16 WRGB — Schenectady, N. Y.
17 WGAL-TV — Lancaster, Pa.
18 WTVN — Columbus, Ohio
19 WHEN — Syracuse, N. Y.
20 WAGA-TV — Atlanta, Ga.
21 WDSU-TV — New Orleans, La.
22 WAVE-TV — Louisville, Ky.
23 WTCN-TV — Minneapolis, Minn.
24 KSL-TV — Salt Lake City, Utah
25 KLEE — Houston, Texas
27 KTSL — Los Angeles, Cal.
28 KING-TV — Seattle, Wash.
29 WTVJ — Miami, Fla.
30 KPIX — San Francisco, Cal.
31 WFBM-TV — Indianapolis, Ind.
32 WMBR-TV — Jacksonville, Fla.
33 WKY-TV — Oklahoma City, Okla.
34 KMTV — Omaha, Neb.
35 WBTV — Charlotte, N. C.
36 WCPO-TV — Cincinnati, Ohio
37 WFMY-TV — Greensboro, N. C.
38 WDEL-TV — Wilmington, Del.
39 WLAV-TV — Grand Rapids, Mich.
40 WHIO — Dayton, Ohio
41 KBTV — Dallas, Texas
42 WHAM-TV — Rochester, N. Y.
43 WSAZ-TV — Huntington, W. Va.
44 WMCT — Memphis, Tenn.
45 KPHO-TV — Phoenix, Ariz.
46 WNBF-TV — Binghamton, N. Y.
47 WHBF-TV — Rock Island, Ill.
48 WXEL-TV — Cleveland, Ohio
49 WBRC-TV — Birmingham, Ala.
50 KOTV — Tulsa, Okla.
51 WJAC-TV — Johnstown, Pa.

DuMONT TELEVISION NETWORK

DR. ALLEN B. DuMONT
President



DU MONT

President of Allen B. Du Mont Laboratories, Inc., the only company in the United States whose energies are devoted exclusively to all phases of television, Dr. Allen B. Du Mont is best known for his work on the commercial development of the cathode-ray tube. This tube provides today's set owners with clear, bright, reliable pictures. A graduate of Renssalaer Polytechnic Institute, Du Mont and his organization have piled up an imposing number of TV "firsts." He founded the first television network which today comprises more than 50 stations throughout the country. The company produced the first commercially available video reeciver in 1939 and was the first to make regular recordings of television programs. Its New York station, WABD, was the first to present a regular daytime program schedule.

MORTIMER W. LOEWI
Director

The growth of the Dumont network and the owning company, the Allen B. DuMont Laboratories, Inc., has been spark-plugged by Mortimer W. Loewi, director of the DuMont Television Network, since the firm's incorporation in 1935. Under Commander Loewi's leadership, the network pioneered daytime television and teletranscriptions, a system of transcribing programs from the face of a cathode-ray tube. He has actively participated in all DuMont policy for the last 14 years and is widely known in New York banking and investment circles. Commander Loewi was born in Urbana, Ohio, but while he was still quite young his family moved to Piqua, Ohio, where he graduated grade and high school. His later education centered mainly on art. He studied at the Pratt Institute and at the Art Students League in New York and in Paris at the Julian Academy. Loewi is an art connoisseur as well as an accomplished artist.



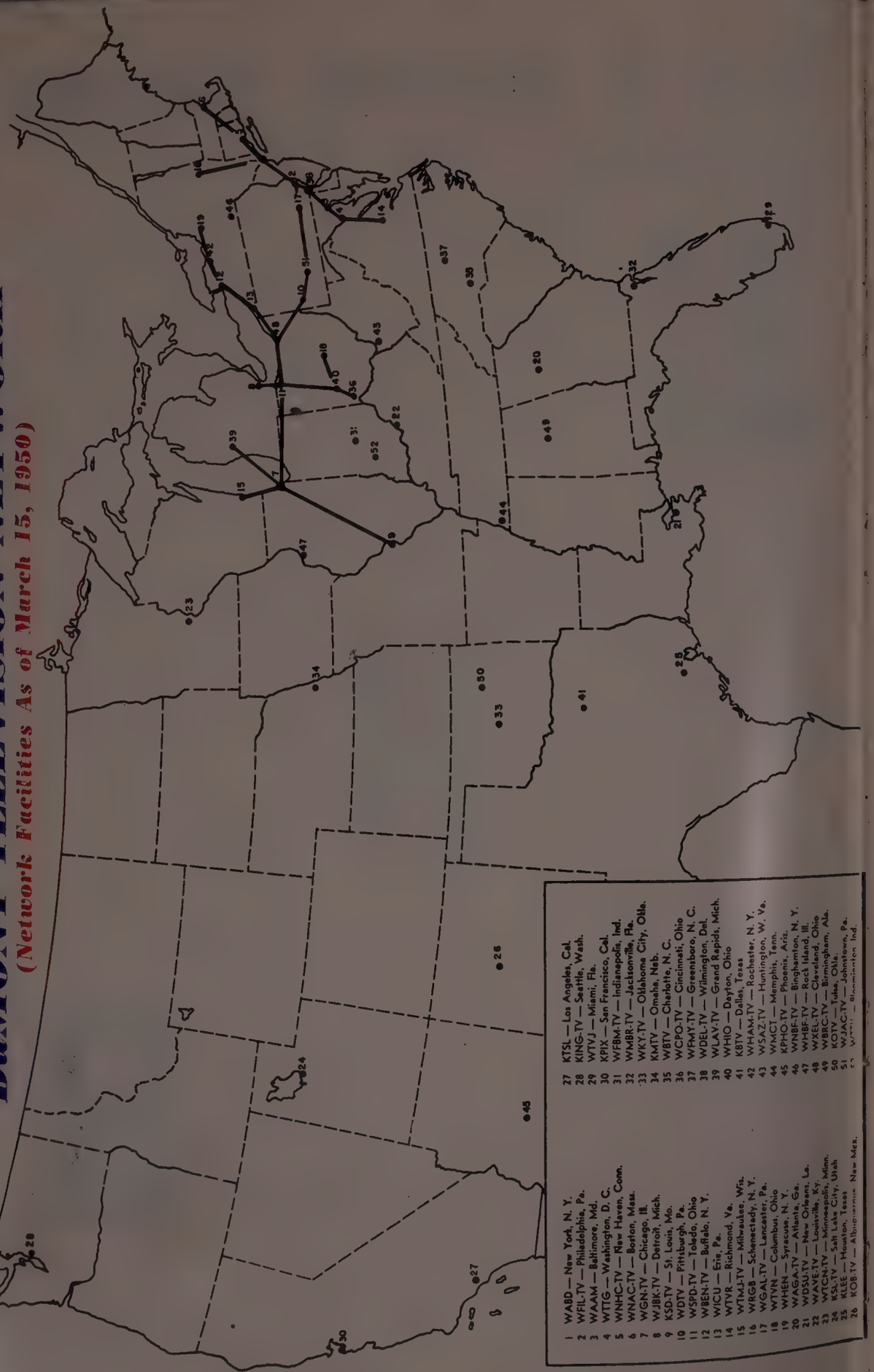
LOEWI

CHRIS J. WITTING
General Manager

Bringing to television a sound background in industry and the entertainment world, Chris J. Witting joined DuMont in June, 1947, and devoted his first two years in video to financial and organizational problems. In Feb. 1950, he was appointed general manager of the network. Witting attended the Schools of Business and Finance of NYU and Columbia, as well as Fordham Law School. Thereafter he joined the firm of Price, Waterhouse & Co. As a result of experience gained here he became a CPA. In 1940 he was elected comptroller of the USO-Camp Shows. As an executive officer he played an important part in the USO entertainment program during the war. After a year with the Maritime Service with the rank of commander, he returned to USO Camp Shows to set up the administrative supervision of more than 5,000 entertainers in the ETO.



WITTING



DuMONT TELEVISION NETWORK

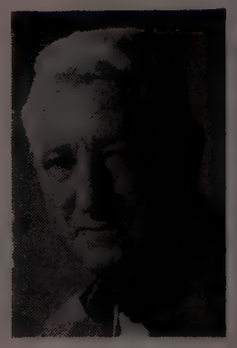
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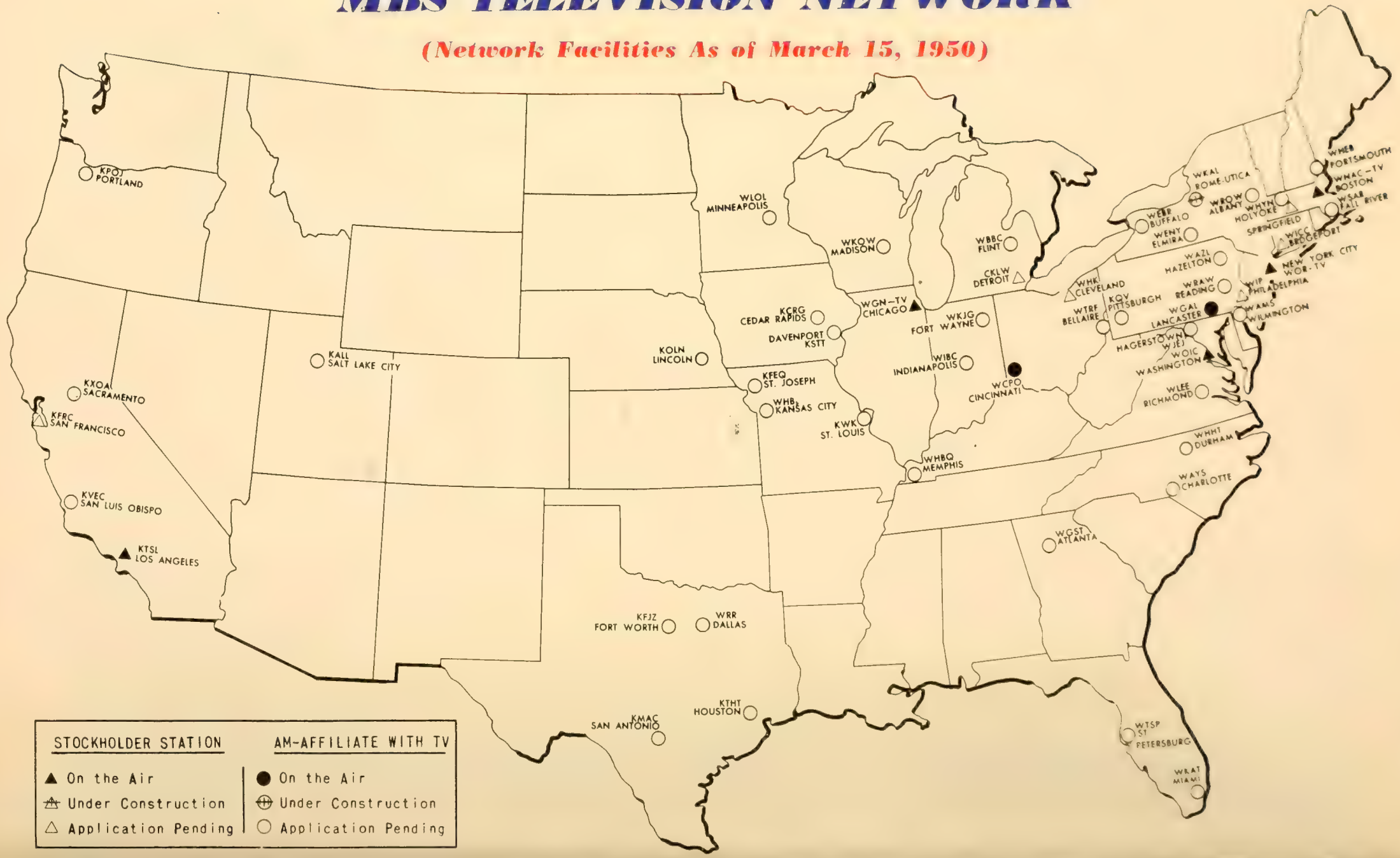


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MBS TELEVISION NETWORK

(Network Facilities As of March 15, 1950)



M. B. S. TELEVISION NETWORK

THEODORE C. STREIBERT
Chairman of the Board



STREIBERT

Theodore C. Streibert, chairman of the Board of the Mutual Broadcasting System, formerly held an important position in the field of education as assistant dean of the Harvard Business School. He has been president of WOR since 1945 and prior to that was connected with the motion picture industry as a film company executive. Streibert joined WOR in 1933 as assistant to Alfred J. McCosker, who was then the station's president. He was elected to the station's board of directors in 1935 and a year later was named executive vice-president and general manager. Streibert was an instrumental figure in the founding and development of the Mutual Broadcasting System of which WOR is the N. Y. key station. As WOR president he supervises the station's AM and FM activities and is also in charge of WOR-TV and WOIC, Washington, D. C.

A. A. SCHECHTER
Vice-President

One of the most energetic executives in the business, A. A. Schechter, Mutual network vice-president in charge of news, special events and press, entered radio in 1931 as head of the copy desk at NBC. In the eleven years that followed, he molded a radio news organization with reporters being heard regularly from the far corners of the world. In 1938, Schechter directed the first combined radio and TV special event, when the King and Queen of England visited New York's World Fair. Today he is probably the best known news and special events man in radio. As a Lieutenant Colonel during World War II, he served as chief of radio at General MacArthur's headquarters in charge of press transmission and broadcasting in the Southwest Pacific. Schechter is active in supervising the TV activities of the Mutual network, working closely with MBS local stations which are in video operation.



SCHECHTER

EARL M. JOHNSON
Vice-President in Charge of Engineering

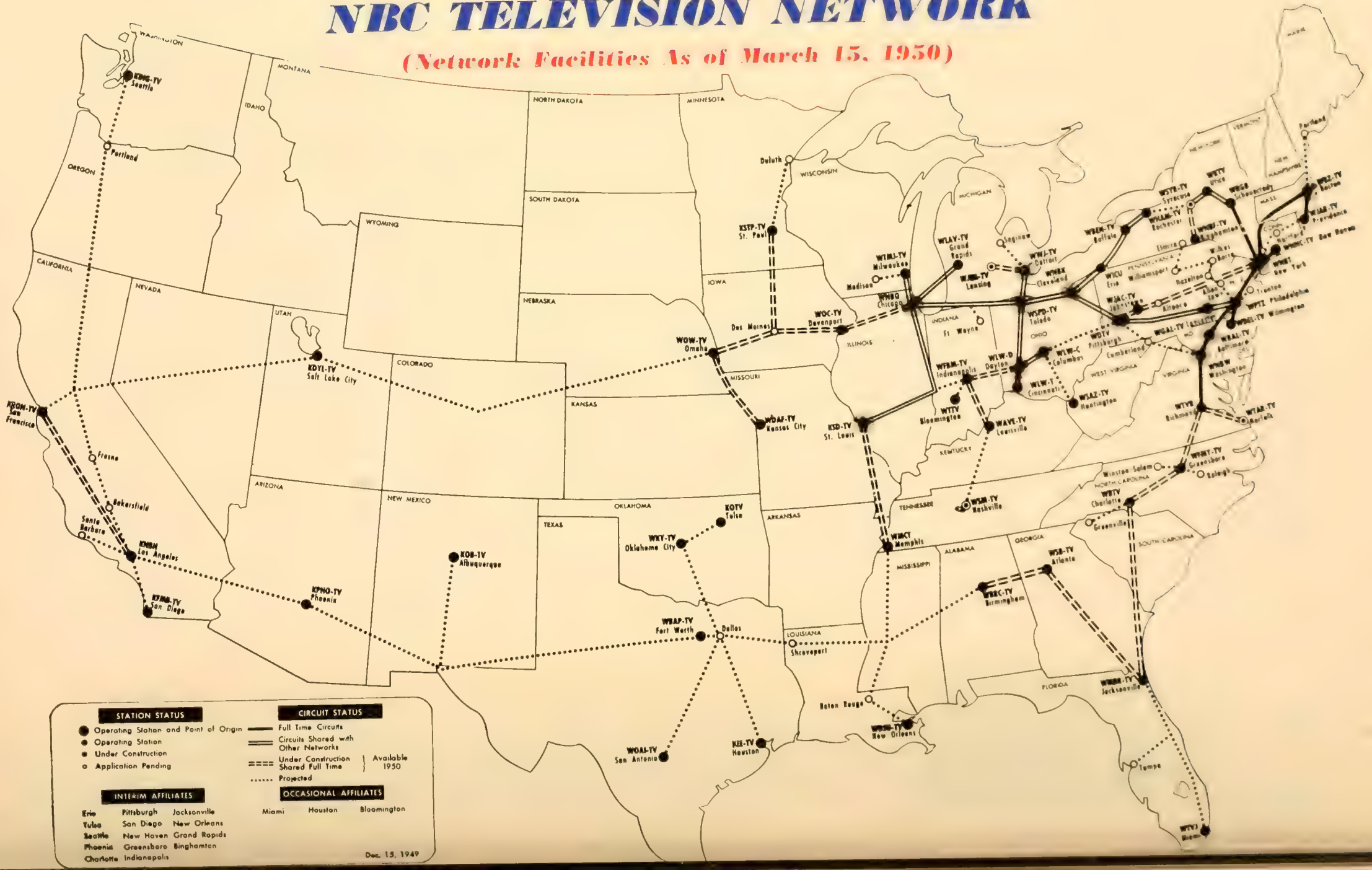
Joining the Mutual Broadcasting System in 1945 as chief plans and allocation engineer, Earl M. "Pete" Johnson was named director of engineering on January 1, 1947. In that capacity, he developed Mutual's "listenability," a new engineering measurement, designed to guide network expansion. Johnson was elected vice-president in charge of engineering and station relations for Mutual in February, 1949. He is in daily contact with Mutual affiliates on AM, FM and TV matters. Johnson has been a member of the executive engineering committee of the NAB for four years. A graduate of the University of Cincinnati, he became an engineer on the staff of WLW, in 1940. He served on the Operation Research Staff of the War Department during the last war. He takes part in the TV activities of MBS and has handled special management assignments.



JOHNSON

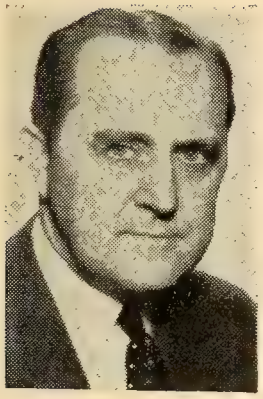
NBC TELEVISION NETWORK

(Network Facilities As of March 15, 1950)



N. B. C. TELEVISION NETWORK

NILES TRAMMELL
Chairman of the Board



TRAMMELL

One of those career man in radio who has devoted his energies to building broadcasting into the great public service and commercial medium that it is today, Niles Trammell, Chairman of the Board of NBC, got his start as a commercial representative with the Pacific Division of the Radio Corporation of America back in 1923. In 1928 he joined NBC as a salesman and within 12 years had risen to the position of president of the network. Trammell has diligently attended to the improvement of NBC facilities and programs and is now devoting much of his time to the encouragement of new television technique. He is an all-out advocate of black-and-white sight-and sound transmission. He was born in Marietta, Ga., on July 6, 1894, attended Sewanee Military Academy and the University of the South. Commissioned a second lieutenant, he served in the Army during World War I.

JOSEPH H. McCONNELL
President

A counsel and executive for RCA since 1941, Joseph Howard McConnell was elected president of NBC on Oct. 7, 1949. Prior to that, he had been executive vice-president and vice-president in charge of finance for RCA. Receiving his Doctor of Laws degree from the University of Virginia in 1931, he became associated with law firms in Florida and North Carolina. In 1933 he joined the legal staff of the NRA, under Donald Richberg, in Washington, D. C. McConnell served as director of one of the agency's three legal sections until 1935, when he became an associate in the New York law firm of Cotton, Franklin, Wright & Gordon. There he specialized in the legal phases of government regulation of corporate enterprise. A native of Davidson, N. C., McConnell is a member of many organizations, including Phi Beta Kappa and Kappa Alpha.



McCONNELL

CHARLES R. DENNY
Executive Vice-President

Charles R. Denny, a lawyer by profession, was elected executive vice-president of NBC on July 1, 1948. He was admitted to the law practice in Washington, D. C. in 1936 and until 1938 served with the law firm of Covington, Burling, Rublee, Acheson and Shorb. Appointed to the Department of Justice in 1938, he remained there until 1941. While in the department he served as special assistant to the Attorney General and was later promoted to chief of the Appelate Section of the Lands Division. Denny next moved on to the FCC where he served as general counsel until appointed a commissioner by President Roosevelt in 1945. He was later named assistant chairman and in 1946 President Truman appointed him chairman of the FCC. Denny came to NBC as vice-president and general counsel in Oct. 1947. He is a native of Baltimore, Md.



DENNY



The SHOW Window

Philadelphia *Shops* By

Whether she's eyeing an item from the dime store* . . . or a mink coat . . . WFIL-TV's main talent is catching Mrs. Philadelphia in the act of making up her mind. And remember, YOU are in the act, when YOU're on WFIL-TV.**

*From the experiences of *F. W. Woolworth Co., and **Corlies Furs, Inc., both of which bought WFIL-TV once, and then again, and again.)*

ABC and
DU MONT

WFIL-TV

Represented by
THE KATZ AGENCY

The Philadelphia Inquirer Station

TELEVISION STATIONS

Alphabetically Listed
by States, Cities and Call Letters

Personnel

Facilities

Other Detailed Information

NINETEEN FIFTY

Index Of The
TELEVISION STATIONS
Of The United States

Call Letters—City—State—Page Number Providing Complete Information

Call Letters	City—State	See Page
KBTV	Dallas, Tex.	1108
KDYL-TV	Salt Lake City, Utah	1109
KECA-TV	Hollywood, Calif.	1087
KEYL	San Antonio, Tex.	1109
KFI-TV	Los Angeles, Calif.	1090
KFMB-TV	San Diego, Calif.	1090
KGO-TV	San Francisco, Calif.	1090
KING-TV	Seattle, Wash.	1110
KLAC-TV	Hollywood, Calif.	1088
KLEE-TV	Houston, Tex.	1109
KMTV	Omaha, Neb.	1100
KNBH	Hollywood, Calif.	1088
KOB-TV	Albuquerque, N. Mex.	1100
KOTV	Tulsa, Okla.	1107
KPHO-TV	Phoenix, Ariz.	1087
KPIX	San Francisco, Calif.	1090
KRLD-TV	Dallas, Tex.	1109
KRON-TV	San Francisco, Calif.	1091
KSD-TV	St. Louis, Mo.	1100
KSL-TV	Salt Lake City, Utah	1110
KSTP-TV	St. Paul-Minneapolis, Minn.	1099
KTLA	Los Angeles, Calif.	1090
KTSL	Hollywood, Calif.	1088
KTTV	Hollywood, Calif.	1090
WAAM-TV	Baltimore, Md.	1097
WABD	New York, N. Y.	1101
WAFM-TV	Birmingham, Ala.	1087
WAGA-TV	Atlanta, Ga.	1093
WATV	Newark, N. J.	1100
WAVE-TV	Louisville, Ky.	1096
WBAL-TV	Baltimore, Md.	1097
WBAP-TV	Fort Worth, Tex.	1109
WBEN-TV	Buffalo, N. Y.	1101
WBKB	Chicago, Ill.	1095
WBNS-TV	Columbus, O.	1104
WBRC-TV	Birmingham, Ala.	1087
WBTV	Charlotte, N. C.	1103
WBZ-TV	Boston, Mass.	1098
WCAU-TV	Philadelphia, Pa.	1107
WCBS-TV	New York, N. Y.	1101
WCPO-TV	Cincinnati, O.	1103
WDAF-TV	Kansas City, Mo.	1099
WDEL-TV	Wilmington, Del.	1092
WDSU-TV	New Orleans, La.	1097
WDTV	Pittsburgh, Pa.	1108
WENR-TV	Chicago, Ill.	1095
WEWS	Cleveland, O.	1104
WFBM-TV	Indianapolis, Ind.	1096
WFIL-TV	Philadelphia, Pa.	1108
WFMY-TV	Greensboro, N. C.	1103
WGAL-TV	Lancaster, Pa.	1107
WGN-TV	Chicago, Ill.	1095
WHAM-TV	Rochester, N. Y.	1102
WHEN	Syracuse, N. Y.	1102
WHIO-TV	Dayton, O.	1105
WICU	Erie, Pa.	1107
WJAC-TV	Johnstown, Pa.	1107
WJAR-TV	Providence, R. I.	1108
WJBK-TV	Detroit, Mich.	1098
WJZ-TV	New York, N. Y.	1101
WKTV	Utica, N. Y.	1103
WKY-TV	Oklahoma City, Okla.	1105
WKRC-TV	Cincinnati, O.	1103
WLAV-TV	Grand Rapids, Mich.	1099
WLW-C	Columbus, O.	1105
WLW-D	Dayton, O.	1105
WLW-T	Cincinnati, O.	1104
WMAL-TV	Washington, D. C.	1092
WMAR-TV	Baltimore, Md.	1098
WMBR-TV	Jacksonville, Fla.	1093
WMCT	Memphis, Tenn.	1108
WNAC-TV	Boston, Mass.	1098
WNBF-TV	Binghamton, N. Y.	1100
WNBK	Cleveland, O.	1104
WNBQ	Chicago, Ill.	1095
WNBT	New York, N. Y.	1101
WNBW	Washington, D. C.	1092
WNHC-TV	New Haven, Conn.	1091
WOAI-TV	San Antonio, Tex.	1109
WOC-TV	Davenport, Ia.	1096
WOI-TV	Ames, Ia.	1096
WOIC	Washington, D. C.	1093
WOR-TV	New York, N. Y.	1102
WOW-TV	Omaha, Neb.	1100
WPIX	New York, N. Y.	1102
WPTZ	Philadelphia, Pa.	1107
WRGB	Schenectady, N. Y.	1102
WSAZ-TV	Huntington, W. Va.	1110
WSB-TV	Atlanta, Ga.	1095
WSPD-TV	Toledo, O.	1105
WSYR-TV	Syracuse, N. Y.	1103
WTCN-TV	Minneapolis, Minn.	1099
WTMJ-TV	Milwaukee, Wis.	1110
WTTG	Washington, D. C.	1093
WTTV	Bloomington, Ind.	1096
WTVJ	Miami, Fla.	1093
WTVN	Columbus, O.	1105
WTVR	Richmond, Va.	1110
WWJ-TV	Detroit, Mich.	1098
WXEL	Cleveland, O.	1104
WXYZ-TV	Detroit, Mich.	1099

STATION EXPANSION 1949-1950

*The following list of Television Stations indicates the rapid growth of the medium over the same period last year, when there were 57 stations operating in 30 cities. *This list contains a total of 101 TV stations in operation in 59 cities where a total of 4,822,400 television sets were installed as of March 1,1950.*
** Figures from NBC-TV Sales Planning & Research.*

ALABAMA

WAFM-TV

BIRMINGHAM—1949—ABC-CBS
PARAMOUNT

Channel: 13.....AP: 13.5 Kw.....VP: 26 Kw.
Owned-Oper. By.....Voice of Alabama, Inc.
Business-Studio Address...Protective Life Bldg.
Phone Number 3-8116
Transmitter Location.....Radio Park-Red Mt.
Air Time.....35 hours weekly
News Service .....UP
Representative .....Radio Sales
Membership .....NAB
Pres., Gen. Mgr.....Thad Holt
Sta| Mgr., Pgm. Dir.....Lionel F. Baxter
Commercial Manager.....C. P. Persons, Jr.
Production Manager.....Burtt McKee, Jr.
Film Director.....LeRoy Holt
Chief Engineers....Jimmy Evans, N. H. Hurley
Manager of Operations.....E. H. Mitchell

WBRC-TV

BIRMINGHAM—1949—NBC-DuM

Channel: 4.....AP: 7.25....VP: 14.25 Kw.
Owned-Oper. By.....Birmingham Bcstg. Co.
Business-Studio Address.....WBRC Bldg.
Phone Number 4-7741
Transmitter Location.....Red Mountain
Air Time.....42 hrs. weekly
News Service.....AP, INS
Representative .....Blair
Membership .....NAB
President.....Eloise Smith Hanna
General Manager.....G. P. Hamann
Commercial Manager.....Don D. Campbell
Program Director.....M. D. Smith
Promotion Director.....John Orr
Dir. of News & Special Events.Davenport Smith
Production Manager.....M. D. Smith
Publicity Director.....John Orr
Dir. of Remotes.....Millard Almon
Chief Engineer.....G. P. Hamann

ARIZONA

KPHO-TV

PHOENIX—1949—ABC-CBS-NBC
DU MONT

Channel: 5.....AP: 8.7 Kw.....VP: 175 Kw.
Owned-Oper. By.....Phoenix Television Inc.
Studio Address.....KPHO Bldg.
Phone Number 4-7367
Transmitter Location.....Westward Ho Hotel
President .....Rex Schepp
Commercial Manager.....Richard Heath
Program Manager.....Scott Schepp
Director Operations.....W. J. Stiles

CALIFORNIA

KECA-TV

HOLLYWOOD—1949—ABC

Channel: 7....AP: 14.7 Kw.....VP: 29.4 Kw.
Owned-Oper. By.....American Bcstg. Co., Inc.
Business-Studio Address.....ABC TV Center
Phone Number.....NOrmandy 3-3311
Transmitter Location.....Mt. Wilson
Air Time:.....28½ hours weekly
News Service.....AP, INS, UP
Representative.....ABC Spot Sales
Membership .....NAB
President.....Mark Woods (ABC)
VP & Gen. Mgr. of Western Div.....F. Samuels
Gen. Mgr. & Dir. of TV Opers. for
Western Div.....Richard Moore
Station Manager.....Clyde P. Scott
Commercial Manager.....Robert Laws
Program Director.....Phillip Booth
Dir. of News and Special Events..F. LaTourette
Production Manager.....Carlton E. Winckler
Publicity Director.....Ned Hullinger
Film Editor.....George Boggs
Director of Remotes.....James T. Vandiveer
Chief Engineer.....P. G. Caldwell

KLAC-TV

HOLLYWOOD—1948

Channel: 13....AP: 16.2 Kw.....VP: 30.8 Kw.
Owned-Oper. By.....KMTR Radio Corp.
Bus.-Studio Address...1000 N. Cahuenga Blvd.
Phone Number.....HUdson 2-7311
Transmitter Location.....Mt. Wilson
Air Time.....25 hours weekly
News Service.....INS, UP
Representative.....Katz Agency Inc.
Membership .....NAB
President .....Dorothy Schiff
Gen. Station Mgr.....Don Fedderson
Commercial Manager.....Dave Lundy
Program Director.....Fred Henry
Promotion Director.....Jack Miller
Dir. of News & Special Events....J. McNamara
Production Manager.....Don Forbes
Publicity Director.....Red Doff
Director of Remotes.....Fred Henry
Chief Engineer.....Carl Olson

KNBH

HOLLYWOOD—1949

Channel: 4.....AP: 8 Kw.....VP: 15 Kw.
Owned-Oper. By...National Broadcasting Co.
Business-Studio Address.....1500 N. Vine St.
Phone Number .....Hollywood 9-6161
Transmitter Location.....Mt. Wilson
Air Time.....28 hours weekly
News Service.....AP, INS, UP
Representative.....NBC Spot Sales
Membership .....NAB
VP Chg. West. Div.....Sidney N. Strotz
General Manager.....Harold J. Bock
Commercial Manager.....Frank A. Berend
Program Director.....Robert V. Brown
Promotion Director.....Helen M. Hall
Dir. of News & Spec. Events....Roger Sprague
Production Manager.....Edward H. Sobol
Publicity Director.....Leslie Raddatz
Film Director.....Robert Guggenheim
Director of Remotes.....A. V. Cole
Chief Engineer.....Robert W. Clark

KTSL

HOLLYWOOD—1931—DuM

DON LEE

Channel: 2....AP: 2.5 Kw.....VP: 15 Kw.
Owned-Oper...Thomas S. Lee Enterprises, Inc.
Business-Studio Address.....1313 N. Vine St.
Phone Number.....Hudson 2-2133
Transmitter Location.....3800 Mt. Lee Drive
Air Time.....20 hours weekly
News Service.....AP, INS
Representative .....Blair-TV, Inc.

KLAC-TV

LUCKY CHANNEL 13

Represented by
THE KATZ AGENCY

★ ★

AL JARVIS'
Make-Believe Ballroom

HOLLYWOOD, CALIF.



KTTV announces the
removal of all facilities
and offices to
Nassour Studios,
5746 Sunset Boulevard,
Hollywood's newest, most
compact motion picture
lot now producing
motion pictures as well as
top-flight television.

KTTV

Los Angeles Times-CBS Television

Membe ship .....NAB
President.....Willet H. Brown
VP Chg. TV.....Charles L. Glett
Sales Manager.....Robert B. Hoag
Executive Producer.....Cecil Barker
Promotion Director.....John Hurley
Director of News & Spec. Events....Bill Symes
Production Supervisor.....R. P. Anderson, Jr.
Publicity Director.....Mark Finley
Film Director.....Donald M. Hine
Director of Remotes.....Gilbert Wyland
Chief Engineer.....Harold Jury
Dir. of TV Research.....Harry R. Lubcke

KTTV

HOLLYWOOD—1948—CBS

Channel: 11....AP: 16.6 Kw.....VP: 31.5 Kw.
Owned-Oper. By.....KTTV, Inc.
Phone Number.....HUdson 2-1301
Transmitter Location.....Mount Wilson
Air Time.....35 hours weekly
News Service .....AP
Representative .....Radio Sales
Membership .....NAB
President .....Norman Chandler
Acting Station Mgr.....Harrison M. Dunham
Commercial Manager.....Frank G. King
Program Director.....Robert M. Purcell
Promotion, Publicity Dir.....John R. Vrba
Production Manager.....Seymour Klate
Film Director.....John D. Rovick
Director of Remotes.....Robert Breckner
Chief Engineer.....R. A. Monfort

(See Page 1089)

KFI-TV

LOS ANGELES—1948

Channel: 9.....AP: 18 Kw.....VP: 34 Kw.
Owned-Oper. By.....Earle C. Anthony, Inc.
Business-Studio Address..141 N. Vermont Ave.
Phone Number.....Dunkirk 2-2121
Transmitter Location.....Mt. Wilson
Air Time.....15 hours weekly
News Service.....AP, UP
Membership .....TBA, NAB
President.....Earle C. Anthony
Gen. Mgr.....W. B. Ryan
Station Manager.....H. J. Tyler
Program Director.....Kenneth Higgins
Sales Prom. Mgr.....K. B. Sweeney
Director News & Special Events....Pat Bishop
Film Director.....James Love
Technical Director.....Seymour Johnston

KTLA

LOS ANGELES—1947

Channel: 5.....AP: 15 Kw.....VP: 30 Kw.
Owned-Oper...Paramount TV Productions, Inc.
Business Studio Address....5451 Marathon St.
Phone Number.....Hollywood 9-6363
Transmitter Location.....Mt. Wilson
Air Time.....50 hours weekly
News Service.....INS, UP
Representative .....Gris Rashbaum
Membership .....TBA
President .....Paul Raibourn
General Manager.....Klaus Landsberg
Commercial Manager.....Harry Maynard
Program Director.....Gordon Minter
Production Supervisor.....J. Gordon Wright
Director of News & Special Events....Jon Rice
Manager Studio Operations..Charles Theodore
Film Director.....Leland G. Muller
Director of Remotes.....John Silva
Chief Engineer.....Raymond Moore

KFMB-TV

SAN DIEGO—1949—ABC-CBS-NBC

Channel: 8.....AP: 20.2 Kw.....VP: 20 Kw.
Owned-Oper. By.....Jack Gross Bcstg. Co.
Business Address.....1375 Pacific Blvd.
Phone Number.....Main 2114
Studio Address.....San Diego Hotel
Transmitter Location.....Mount Soledad
Air Time.....49 hours weekly
Representative .....Branham
Membership .....NAB
President, General Manager.....Jack O. Gross
Commercial Manager.....William Edholm
Prog. Dir., Dir. of Remotes.....Alvin Flanagan
Prom., Pub. Dir.....Neil Morgan
Prod. Mgr., Film Dir.....Bill Fox
Chief Engineer.....Thornton Chew

KGO-TV

SAN FRANCISCO—1949—ABC

Channel: 7....AP: 13.7 Kw.....VP: 25.4 Kw.
Owned-Oper. By.....American Bcstg. Co.
Business Address.....155 Montgomery St.
Phone Number.....Lombard 4-1770
Studio-Transmitter Location.....Mt. Sutro
Representative.....ABC Spot Sales
General Manager.....Gayle V. Grubb
Sales Manager.....Vincent Francis
Chief Engineer.....A. E. Evans

KPIX

SAN FRANCISCO—1948—CBS
DUMONT-PARAMOUNT

Channel: 5....AP: 15.4 Kw.....VP: 29.9 Kw.
Owned-Oper. By.....Associated Bcstrs, Inc.
Bus. Studio Address.....Mark Hopkins Hotel
Phone Number.....EXbrook 2-4567
Trans. Location.....Roof, Mark Hopkins Hotel
Air Time.....14-28 hours weekly
News Service.....INS, UP
Representative .....Bolling
Membership .....TBA, NAB
President.....Wesley I. Dumm
V.P., Gen. Mgr.....Philip G. Lasky

Commercial Manager.....Lou Simon
Program Director.....Sanford Spillman
Promotion Dir.....Kay Mulvihill
Dir. News & Spec. Events....Forrester Mashbir
Film Director.....Arlene Healy
Technical Director.....A. E. Towne

KRON-TV

SAN FRANCISCO—1949—NBC

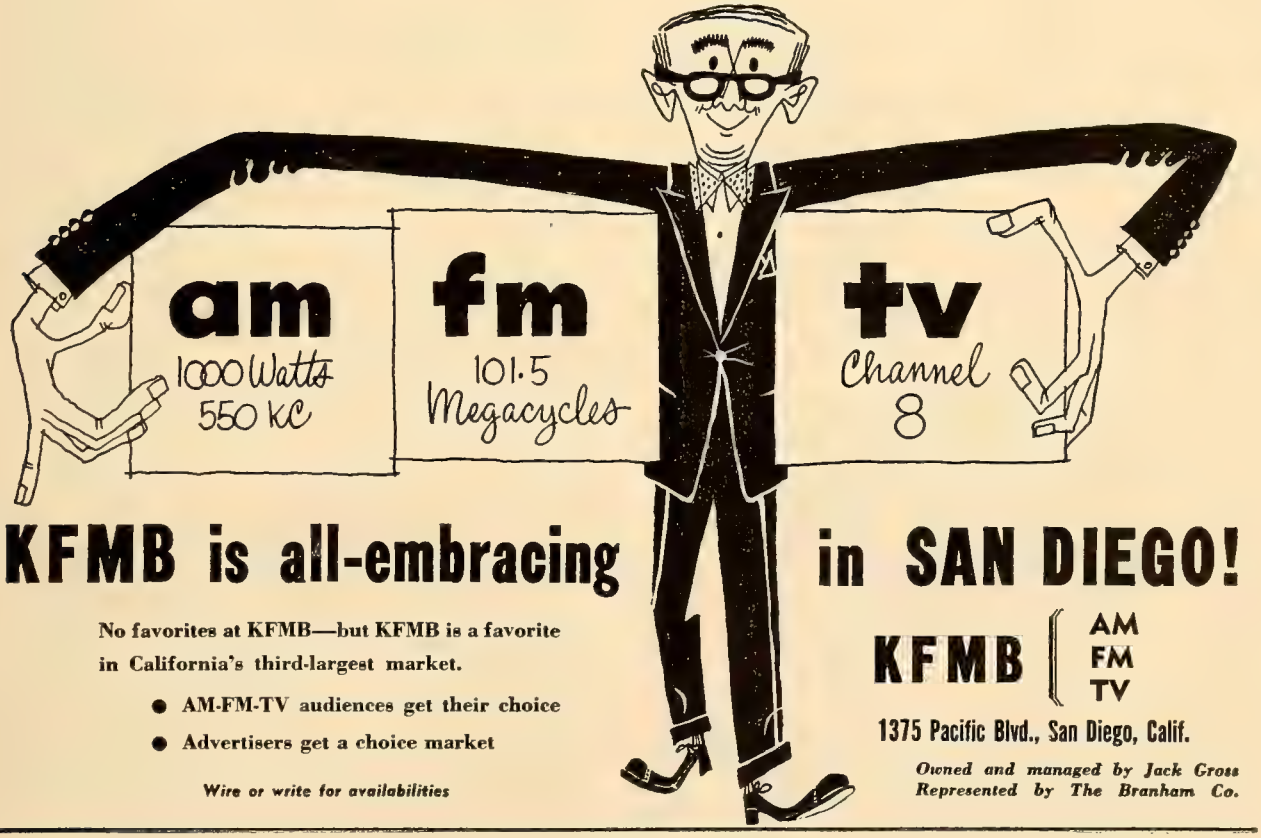
Channel: 4.....AP: 7.7 Kw.....VP: 14.5 Kw.
Owned-Oper. By.....The Chronicle Pub. Co.
Business Studio Address.....901 Mission St.
Phone Number.....GArfield 1-1100
Transmitter Location...TV Peak, San Bruno Mt.
Air Time.....23 hours weekly
News Service.....AP
Representative.....Free and Peters
Membership.....NAB
Manager.....Charles Thieriot
Director of Television.....Harold P. See
Sales Director.....Norman Louvau
Program Director.....Patric Crafton
Promotion Director.....Don Knight
Publicity Director.....Jack Wallace
Chief Engineer.....R. A. Isberg

CONNECTICUT

WNHC-TV

NEW HAVEN—1948
ABC-CBS-MBS-NBC-DuM

Channel: 6....AP: .957 Kw.....VP: 1.82 Kw.
Owned-Oper. By....The Elm City Bcstg. Corp.
Business-Studio Address.....1110 Chapel St.
Phone Number.....8-0196
Transmitter Location.....Gaylord Mt.
Air Time.....52 hours weekly
News Service.....AP
Representative.....Katz
Membership.....NAB
President.....Patrick J. Goode
Sec.-Treas.....Aldo De Dominicis
Station Manager.....James T. Milne
Commercial Manager.....Vincent J. Callanan
Acting Program Director.....Jean O'Brien
Prom. Dir., Prod. Mgr.....Lee Hall
Director of Sports.....Lawrence McNamara
Dir of Rem., Chf. Engr.....Vincent DeLaurentis



KFMB is all-embracing in SAN DIEGO!

No favorites at KFMB—but KFMB is a favorite in California's third-largest market.

- AM-FM-TV audiences get their choice
- Advertisers get a choice market

Wire or write for availabilities

KFMB { AM FM TV

1375 Pacific Blvd., San Diego, Calif.

Owned and managed by Jack Gross
Represented by The Branham Co.

Always More
on
Channel Four

W N B W

NBC

WASHINGTON

DELAWARE

WDEL-TV

WILMINGTON—1949—NBC

Channel: 7.....AP: 5 Kw.....VP: 1 Kw.
Owned-Oper. By.....WDEL, Inc.
Business-Studio Address.....10th & King Sts.,
Phone Number 7268
Transmitter Location.....New Castle County
Air Time.....58 hours weekly
News Service .....UP
Representative .....Meeker
Membership .....NAB
Station Executive.....Clair R. McCollough
Station Manager.....J. Gorman Walsh
General Sales Manager.....J. Robert Gulick
Program Director.....James Adshead
Technical Director.....J. E. Mathiot

DISTRICT OF COLUMBIA

WMAL-TV

WASHINGTON, D. C.—1947—ABC

Channel: 7.....AP: 12 Kw.....VP: 22 Kw.
Owned-Oper. By..The Evening Star Bcstg. Co.
Business Address.....724 14th St., N.W.
Phone Number.....National 5400
Studio Address.....Commonwealth Bldg.
Transmitter.....Campus American Univ.
Air Time.....54 hours weekly
Representative.....ABC Spot Sales
Membership .....NAB
President.....S. H. Kauffmann
V.P. & Gen. Mgr.....K. H. Berkeley
Commercial Manager.....Ben B. Baylor, Jr.
Program Director.....Charles Kelly
Promotion Director.....Howard Bell
Director of News & Spec. Events..Bryson Rash
Publicity Director.....Mary Pauline Perry
Chief Engineer.....Frank Harvey

WNBW

WASHINGTON—1947—NBC

Channel: 4....AP: 10.5 Kw.....VP: 20.5 Kw.
Owned-Oper. By.....National Bcstg. Co., Inc.
Business-Studio Address....724 14th St., N.W.
Phone Number.....REpublic 4000
Transmitter Location....Wardman Park Hotel
Air Time.....45 hours weekly
News Service.....AP, INS, UP
Representative.....NBC Spot Sales

Membership .....TBA, NAB
President.....Joseph H. McConnell
Washington Vice-Pres.....Frank M. Russell
General Manager.....William R. McAndrew
Asst. Gen. Mgr.....George Y. Wheeler
Director of Programs.....Eugene Juster
Commercial Manager.....Mahlon Glascock
Engineer in Charge.....Donald Cooper
Business Manager.....George Sandefer
Program Manager.....Ralph Burgin
Sales Prom. Mgr.....Tom Geoghegan
Publicity Manager.....Walter Jay Royen

WOIC

WASHINGTON—1949—CBS-MBS

Channel: 9....AP: 14.4 Kw.....VP: 27.3 Kw.
Owned-Oper....Bamberger Bcstg. Service, Inc.
Business Address.....433 Barr Bldg.
Phone Number.....ORdway 7600
Studio-Transmitter Location....40th & Brandywine Sts., N.W.
Air Time.....39½ hours weekly
News Service .....UP
Representative .....WOR Sales
Membership .....TBA, NAB
President.....Theodore C. Streibert
General Manager.....Eugene S. Thomas
Commercial Manager.....William D. Murdock
Program Director.....James S. McMurry
Prom. Dir., Dir. of Spec. Events.....John F. Hardesty
Production Manager.....James Blair
Film Director.....Montrey Ashburn
Director of Remotes...Lawrence A. Wilkinson
Chief Engineer.....Robin D. Compton

WTTG

WASHINGTON—1945—DuM

Channel: 5....AP: 10.5 Kw.....VP: 17.5 Kw.
Owned-Oper By..Allen B. DuMont Labs., Inc.
Business-Studio Address...12th & E Sts., N.W.
Phone Number.....STerling 5300
Transmitter.....5217 19th Rd., N.; Arlington
Air Time.....40-45 hours weekly
News Service .....Transradio
Representative.....DuMont Spot Sales
Membership .....TBA
President.....Dr. Allen B. DuMont
General Manager.....Walter Compton
Commercial Manager.....Harold E. Sheffers
Program Director.....Roger Coelos
Prom., Pub. Dir.....Clarke Thornton
Dir of Spec. Events & Remotes.Donald G. Roper
Film Director.....Jules Huber
Chief Engineer.....Malcolm M. Burleson

FLORIDA

WMBR-TV

JACKSONVILLE—1949
ABC-CBS-NBC-DuM

Channel: 4.....AP: 7.4 Kw.....VP: 14.8 Kw.
Owned-Operated By.....Florida Bcstg. Co.
Business Address.....625 So. Main St.
Phone Number.....98-1525, 9-4477
Studio-Trans. Location..Southhampton & Vine
Air Time.....42 hrs. wkly.
News Service .....UP
Representative .....Avery-Knodel
President .....Frank King
Gen., Sta. Mgr.....Glenn Marshall, Jr.
Program Director.....Paul Acosta
Prod. Mgr., Film Dir.....Bernie Adams
Chief Engineer.....Ernest Vordermark

WTVJ

MIAMI—1948—ABC-CBS-NBC-DuM

Channel: 4.....AP: 1.1 Kw.....VP: 2.2 Kw.
Owned-Oper. By..Southern Radio & TV Equip. Co.
Business-Studio Address.....17 N. 3rd St.
Phone Number 82-6671
Transmitter Location.....Everglades Hotel
Air Time.....30 hrs. wkly.
Representative.....Free & Peters
President .....Mitchell Wolfson
Gen., Sta. Mgr.....Lee Ruwitch
Commercial Manager...Harold W. Batchelder
Pgm. Dir., Dir. of News & Spec. Events Clyde H. Lucas
Promotion Director.....Sonny Shepherd
Production Manager.....Lyn Lucas
Publicity Director.....Bert M. Toppan
Film Director.....Labe B. Mell
Director of Remotes.....John A. Shay
Chief Engineer.....Earl W. Lewis

GEORGIA

WAGA-TV

ATLANTA—1947—CBS-DuM

Channel: 5.....AP: 9.5 Kw.....VP: 18 Kw.
Owned-Operated By.....Fort Industry Co.
Bus.-Studio Address..1032 W. Peachtree, N.W.
Phone Number .....Emerson 2541
Trans. Location.....1018 W. Peachtree, N.W.
Air Time.....33 hours weekly
News Service .....AP
Representative .....Katz



WGN-TV IS TOPS IN CHICAGO

. . . IN TECHNICAL EQUIPMENT

WGN-TV leads all other Chicago stations in Technical Equipment with more mobile units (2), more studios devoted exclusively to television (4), more cameras (14) and associated equipment, plus a complete projection room to handle both 35 mm and 16 mm films and slides, and the most modern transmitter in the area—all for your service when you advertise on WGN-TV.

. . . IN LOCAL PROGRAMMING

WGN-TV originates more local programming than any other Chicago station . . . has more local time sold . . . and also originates many programs each week—studio and remote—for the Dumont network. WGN-TV is the only Chicago station with its own newsreel department for full news-in-action coverage.

. . . IN SPORTS COVERAGE

Channel 9 in Chicago is the station to turn to for sports—no need to hunt . . . because WGN-TV telecasts more special and regular events and has more sponsored sport shows than any other station.

FOR THE TOP VALUE for your Chicago television dollar, contact Chicago's **TOP** television station.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

Membership .....NAB
President.....George B. Storer
General Manager.....James E. Bailey
Sta. Mgr., Dir. of Remotes..Geo. B. Storer, Jr.
Commercial Manager.....Claude H. Frazin
Promotion Director.....Lidie Lee
Production Manager.....Joyce Miller
Chief Engineer.....Paul B. Cram

WSB-TV

ATLANTA—1948—ABC-NBC

Channel: 8.....AP: 12:5 Kw.....VP: 23.8 Kw.
Owned-Operated By..The Atlanta Journal Co.
Address .....W. Peachtree
Phone Number.....Atwood 3827
Air Time.....60 hours weekly
News Service .....UP
Representative .....Petry
Membership .....NAB
Managing Director.....J. Leonard Reinsch
General Manager.....John M. Outler, Jr.
Commercial Manager.....Frank Gaither
Program Director.....Marcus Bartlett
Promotion Director.....Vincent Piano
Dir. of News & Spec. Events..James Bridges
Production Manager.....Mark Toalson
Publicity Director.....Wayne Anderson
Film Director.....Jean Hendrix
Chief Engineer.....C. F. Daugherty

ILLINOIS

WBKB

CHICAGO—1941—CBS

Channel: 4.....AP: 7.5 Kw.....VP: 11 Kw.
Owned-Operated By....Balaban & Katz Corp.
Bus.-Studio Address.....190 North State St.
Phone Number.....RAndolph 6-8210
Transmitter Location.....33 North LaSalle St.
Air Time.....70 hours weekly
News Service .....UP
Representative .....Weed
Membership .....TBA
General Manager.....John H. Mitchell
Program Director.....E. Jonny Graff
Prom., Pub. Dir.....S. C. Quinlan
Dir. of News & Spec. Events...Ulmer Turner
Production Manager.....William Ryan
Dir. of Remotes.....William Balaban
Chief Engineer.....William P. Kusack
Comptroller.....M. E. Vieracker
Office Manager.....Milton D. Friedland

WENR-TV

CHICAGO—1948—ABC

Channel: 7.....AP: 15 Kw.....VP: 25 Kw.
Owned-Operated By.....American Bcstg. Co.
Business-Studio Address....20 N. Wacker Dr.
Phone Number.....ANdover 3-7800
Transmitter Location.....Atop Opera Bldg.
Air Time.....42 hours weekly
News Service.....AP, INS, UP
Representative.....ABC Spot Sales
Membership .....NAB
President.....Mark Woods (ABC)
V.P. in Chg.....John H. Norton, Jr.
General Manager.....James Stirton
Sta., Comm. Mgr.....Roy McLaughlin
Dir. of TV Programming.....Fred Killian
Promotion Director.....Karl Sutphin
Dir. of News & Spec. Events..Cornelius O'Dea
Production Supervisor.....Monte Fassnacht
Publicity Director.....Elliott Henry
Film Director.....John Berg
Director of Remotes.....Joseph Byrne
Chief Engineer..... Edward C. Horstman
Executive Producer.....G. Phillip Patton

WGN-TV

CHICAGO—1948—DuM

Channel: 9.....AP: 7.3 Kw.....VP: 11.2 Kw.
Owned-Operated By.....WGN, Inc.
Business Address.....441 N. Michigan Ave.
Phone Number.....SUperior 7-0100
Studio Address.....400 W. Madison St.
Transmitter Location.....Tribune Tower
Air Time.....50 hours weekly
News Service .....UP
President.....Col. Robert R. McCormick
General Manager.....Frank P. Schreiber
Director of Operations.....Vernon R. Brooks
Commercial Manager..William A. McGuineas
TV Sales Manager.....George S. Harvey
Program Director.....Jay E. Faraghan
Director of Newsreel.....Spencer Allen
Facilities Manager.....George F. Petterson
Publicity Director.....James Hanlon
Film Director.....Elizabeth Bain
Director of Remotes.....Donald Cook
Chief Engineer.....Carl J. Meyers

WNBQ

CHICAGO—1949—NBC

Channel: 5.....AP: 11.8 Kw.....CP: 21.8 Kw.
Owned-Operated By.....National Bcstg. Co.
Business-Studio Address....Merchandise Mart
Phone Number.....SUperior 7-8300
Transmitter Location.....Civic Opera Bldg.
Air Time.....52 hours weekly
News Service.....AP, INS, UP
Representative.....NBC Spot Sales
Membership .....TBA, NAB
President of NBC.....Joseph McConnell
V.P. & Gen. Mgr.....I. E. Showerman
Station Manager.....Jules Herbuveaux
Commercial Manager.....Oliver Morton
Program Director.....Edwin S. Mills
Promotion Director.....Harold A. Smith

Dir. of News & Spec. Events....William B. Ray
Production Manager.....Norman Felton
Publicity Director.....Jack Ryan
Film Director.....Isabel Cooney
Director of Remotes.....Reinald Werrenrath
Chief Engineer.....Howard C. Luttgens

INDIANA

WTTV

BLOOMINGTON—1949

Channel: 10.....AP: .5 Kw.....VP: 1 Kw.
Owned-Oper. By...Sarkes and Mary Tarzian
Address.....535 S. Walnut St.
Phone Number 2-3366
Air Time.....12 hours weekly
News Service .....AP
Representative.....L. L. Barnard
General Manager.....Glenn Van Horn
Sales & Prom. Mgr.....Robert Lemon
Program Assistant.....Robert Petranoff
Promotion Assistant.....Lyle Warrick
Dir. of & Spec. Events Pub. Dir...Lyle Warrick
Chief Engineer.....Morton L. Weigel

WFBM-TV

INDIANAPOLIS—1949
ABC-CBS-NBC-DuM

Channel: 6....AP: 18.1 Kw.....VP: 28.2 Kw.
Owned-Operated By.....WFBM, Inc.
Business-Studio Address..48 Monument Circle
Phone Number.....Lincoln 8506
Transmitter Location....Merchants Bank Bldg.
Air Time.....24 hours weekly
News Service .....AP, INS
Representative .....Katz
Membership .....TBA, NAB
Pres., Gen. Mgr.....Harry M. Bitner, Jr.
Comm. Mgr., Pub. Dir.....William F. Kiley
Program Director.....Frank O. Sharp
Promotion Director.....Norman Travis
Dir. of News & Spec. Events....Gilbert Forbes
Prod. Mgr., Film Dir.....Hugh L Kibbey
Director of Remotes.....Walter Reuleaux
Chief Engineer.....Harold S. Holland

IOWA

WOI-TV

AMES—1950

Channel: 4.....AP: 10.4 Kw.....VP: 13 Kw.
Owned-Operated By.....Iowa State A & M
Bus.-Studio Address..Service Bldg., Iowa State College
Phone Number.....2500 Extension 281
Transmitter Location.....Ames
Membership .....NAB
President.....Charles E. Friley
General Manager.....Richard B. Hull
Station Manager.....Robert Mulhall
Program Director.....Chris Donaldson
Production Manager.....Edward Wegener
Film Director.....Maurice Brunsvold
Chief Engineer.....L. L. Lewis

WOC-TV

DAVENPORT—1949—NBC

Channel: 5....AP: 12.5 Kw.....VP: 22.9 Kw.
Owned-Operated By.....Central Bcstg. Co.
Business Address.....1002 Brady St.
Phone Number 3-3661
Studio Address.....805 Brady St.
Transmitter Location.....Pleasant Valley
Representative.....Free & Peters
President.....Col. B. J. Palmer
V.P., Treas.....D. D. Palmer
Resident Manager.....Ernest Sanders
Chief Engineer.....Paul Arvidson

KENTUCKY

WAVE-TV

LOUISVILLE—1948—ABC-NBC-DuM

Channel: 5.....AP: 4 Kw.....VP: 7 Kw.
Owned-Operated By.....WAVE, Inc.
Address.....334 East Broadway
Phone Number.....Wabash 2201
Air Time.....28 hours weekly
News Service.....AP, INS
Representative.....Free & Peters
President.....George W. Norton, Jr.
General Manager.....Nathan Lord
Director of Television.....John Boyle
Commercial Manager.....Ralph Jackson
Program Director.....George Patterson
Prom., Pub. Dir.....Robert Elverman
Dir. of Spec. Events.....Richard Jackson
Production Manager.....Burt Blackwell
Film Director.....Mildred Lesniak
Dir. of Remotes.....Walter K. Witherbee
Chief Engineer.....Wilbur Hudson
News Director.....James Caldwell
Continuity Editor.....William Hodapp

LOUISIANA

WDSU-TV

NEW ORLEANS—1948
ABC—CBS—NBC—DuM

Channel: 6....AP: 15.4 Kw.....VP: 30.8 Kw.
Owned-Operated By....WDSU Bcstg. Services
Business-Studio Address.....520 Royal St.
Phone Number.....TUlane 4371
Transmitter Location.....Hibernia Bank Bldg.
Air Time.....56 hours weekly
News Service .....AP, UP
Representative .....Blair
Membership .....TBA, NAB
Partners.....Edgar B. Stern, Edgar B. Stern, Jr.
Gen., Sta. Mgr.....Robert D. Swezey
Commercial Manager.....A. Louis Read
Program Director.....Stanley Holiday
Prom., Pub. Dir.....Ray Liuzza
Dir. of News & Spec. Events.....Mel Leavitt
Prod. Mgr., Dir. of Remotes.....Ray Rich
Film Director.....John Muller
Chief Engineer.....Lindsey Riddle

MARYLAND

WAAM-TV

BALTIMORE—1948—ABC-DuM

Channel: 13.....AP: 14 Kw.....VP: 26 Kw.
Owned-Oper. By..Radio Television of Baltimore, Inc.
Address.....3725 Malden Ave.
Phone Number.....Mohawk 7600
Air Time.....60 hours weekly
News Service.....Transradio, UP
Representative..Harrington, Righter & Parsons
President .....Ben Cohen
General Manager.....Norman C. Kal
Executive Vice-Pres.....Samuel Carliner
Administrative Director.....Helen Powers
Commercial Manager.....Armand Grant
Director of Events.....Paul Kane
Production Manager.....Anthony Farrar
Publicity Director.....Harriett George
Pgm. Mgr., Film Dir.....Herbert Cahan
Chief Engineer.....Glenn Lahman

WBAL-TV

BALTIMORE—1948—NBC

Channel: 11....VP: 36.2 Kw.....AP: 47.2 Kw.
Owned-Operated By.....Hearst Radio, Inc.
Business-Studio Address.....2610 N. Charles
Phone Number.....Hopkins 3000



First and Only
Television Station
in the South's
Largest City!



Your Best Buy
to reach the
Ever-Increasing
TV Audience
in this Rich Market!



Transmitter Location...Violet and Cottage Ave.
Air Time.....80 hours weekly
News Service.....INS, UP
Representative .....Edward Petry
Membership .....TBA
President.....Charles B. McCabe
Manager.....Harold C. Burke
Business Manager.....D. L. Provost
Commercial Manager.....Leslie Peard
Program Director.....Willie K. Freiert
Production Director.....Victor Campbell
Prom., Pub. Dir.....Tom White
Dir. of News & Spec. Events...Galen Fromme
Film Director.....Mel Quinn
Chief Engineer.....John Wilner

WMAR-TV

BALTIMORE—1947—CBS

Channel: 2.....AP: 10 Kw.....VP: 17.1 Kw.
Owned-Operated By.....The A. S. Abell Co.
Business-Studio Address.....Sun Bldg.
Phone Number.....LExington 7700
Transmitter Location.....Mathieson Bldg.
Air Time.....85 hours weekly
News Service.....AP, Transradio
Representative .....Katz
Membership .....TBA, NAB
President .....Paul Patterson
V.P., Dir. of Radio.....Ewell K. Jett
Commercial Manager.....Ernest A. Lang
Program Director.....Robert B. Cochrane
Production Manager.....Edwin B. Mick
Publicity Director.....Suzanne Gebhart
Film Director.....David V. R. Stickle
Chief Engineer.....Carlton G. Nopper

MASSACHUSETTS

WBZ-TV

BOSTON—1949—NBC

Channel: 4....AP: 7.13 Kw.....VP: 14.3 Kw.
Owned-Oper. By..Westinghouse Radio Stations, Inc.
Address.....1170 Soldiers Field Rd.
Phone Number.....ALgonquin 4-5670
Air Time.....40-45 hours weekly
News Service.....AP, UP
Representative.....NBC Spot Sales
President .....Walter Evans
Vice-President.....Walter E. Benoit
General Manager.....J. B. Conley
Station Manager.....W. C. Swartley
Sales Manager.....C. Herbert Masse
Program Manager.....W. Gordon Swan
Publicity Manager.....W. A. Davis
Promotion Manager.....John Stilli
Chief Engineer.....W. H. Hauser

WNAC-TV

BOSTON—1948—ABC-CBS-DuM
YANKEE

Channel: 7....AP: 13.3 Kw.....VP: 26.6 Kw.
Owned-Operated By..General Tire & Rub. Co.
Business-Studio Address...21 Brookline Ave.
Phone Number.....COmmonwealth 6-0800
Transmitter Location .....Medford
Air Time .....Varies
News Service .....UP
Representative .....Edward Petry
Membership .....NAB
President.....William O'Neil
Exec. V.P. & Gen. Mgr.....Linus Travers
V.P. in chg. TV.....George Steffy
Vice President.....Thomas O'Neil
Promotion Director.....Charles Curtin
Dir. of News & Spec. Events..Leland Bickford
Publicity Director.....Phyllis Doherty
Film Director.....James Pike
Director of Remotes.....Clarence Stone
Chief Engineer.....Harry Whittemore
Technical Director.....Irving Robinson

MICHIGAN

WJBK-TV

DETROIT—1948—CBS-DUMONT

Channel: 2....AP: 7.51 Kw.....VP: 14.26 Kw.
Owned-Operated By.....Fort Industry Co.
Business-Studio Address.....500 Temple
Phone Number.....Temple 3-7900
Transmitter Location.....8009 Lyndon
Air Time.....63 hours weekly
News Service .....INS
Representative .....Katz
President.....George B. Storer
Gen., Comm. Mgr.....Richard E. Jones
Supvr., Prod. Mgr.....Lanny Pike
Prom. Mgr., Pub. Dir.....Joyce M. Chapman
Film Director.....Howard Shippen
Director of Remotes.....Mort Walton
Chief Engineer.....Paul Frincke

WWJ-TV

DETROIT—1947—NBC

Channel: 4....AP: 8.75 Kw.....VP: 17.5 Kw.
Owned-Operated By....Evening News Assoc.
Business-Studio Address.....622 W. Lafayette
Phone Number.....WOodward 2-2000
Transmitter Location.....Penobscot Bldg.
News Service .....UP
Representative .....Hollingbery
Membership .....TBA
President.....W. E. Scripps

Gen., Sta. Mgr.....Harry Bannister
Gen. Sales Mgr.....Willard E. Walbridge
Program Director.....Melvin C. Wissman
Program Supervisor.....James Eberle
Promotion Director.....Jake Albert
Dir. of News & Spec. Events...Tom McMahon
Production Manager.....Walter Koste
Publicity Director.....William E. Lane
Film Director.....Alger Sheldon
Chief Engineer.....E. J. Love

WXYZ-TV

DETROIT—1948—ABC

Channel: 7....AP: 16.7 Kw.....VP: 32.1 Kw.
Owned-Operated By.....WXYZ Inc.
Business Address.....1700 Stroh Bldg.
Phone Number.....WOodward 3-8321
Studio-Transmitter Location...Maccabees Bldg.
Air Time.....46 hours weekly
News Service.....AP, INS, UP
Representative.....ABC Spot Sales
Membership.....NAB
President (ABC).....Mark Woods
Gen., Sta. Mgr.....James G. Riddell
Commercial Manager.....Len Kamins
Program Director.....John Pival
Prom., Pub. Dir.....Dean Linger
Production Manager.....Ed Sanchez
Dir. of Spec. Events & Remotes..Don Hallman
Film Director.....Aune Batson
Chief Engineer.....Charles Kocher

WLAV-TV

GRAND RAPIDS—1949
ABC-CBS-NBC-DuM

Channel: 7.....AP: 10 Kw.....VP: 20 Kw.
Owned-Operated By.....Leonard A. Versluis
Business Address.....6 Fountain St. N.E.
Phone Number.....Glendale 6-5461
Transmitter Location.....E. 92nd St.
Air Time.....:47 hours weekly
News Service.....UP
Representative.....John E. Pearson
Membership.....BMB
Owner.....Leonard A. Versluis
Gen., Comm. Mgr.....Hy M. Steed
Program Director.....Hal Kaufman
Director News & Spec. Events.Charles Herman
Chief Engineer.....Lee G. Stevens

MINNESOTA

KSTP-TV

ST. PAUL-MINNEAPOLIS—1948
NBC

Channel: 5....AP: 17.3 Kw.....VP: 24.7 Kw.
Owned-Operated By.....KSTP, Inc.
Address.....3415 University Ave., St. Paul
Phone Number.....Prior 2717, St. Paul
Air Time.....56 hours weekly
News Service.....AP
Representative.....Edward Petry
Membership.....NAB
Pres., Gen. Mgr.....Stanley E. Hubbard
Vice-Pres., Treas.....K. M. Hance
V.P. in Chg. Sales.....Miller C. Robertson
Program Director.....Del Franklin
Prom., Pub. Dir.....Joseph C. Cook
News Director.....Walter Raschick
TV Film Director.....Richard Kepler
Technical Supervisor.....John McMahon

WTCN-TV

MINNEAPOLIS—1949
ABC-CBS-DuM

Channel: 4....AP: 9.2 Kw.....VP: 17.9 Kw.
Bus.Studio Address..Radio City—50 S. 9th St.
Phone Number.....LIncoln 0552; NEstor 8661
Owned-Oper. By.....Minnesota Bcstg. Corp.
Transmitter Location.....Foshay Tower
Air Time.....40 hours weekly
News Service.....AP, UP
Representative.....Free & Peters
Membership.....NAB
President.....W. J. McNally
Gen., Sta. Mgr.....F. Van Konynenburg
Commercial Manager.....Robert N. Ekstrum
Program Director.....Judy Bryson
Prom., Pub. Dir.....Clifford J. Rian
Dir. of News & Spec. Events, Prod. Mgr.
Max Karl
Film Director.....Harry C. Jones
Director of Remotes.....Sherman Headley
Chief Engineer.....John M. Sherman

MISSOURI

WDAF-TV

KANSAS CITY—1949

Channel: 4.....AP: 11 Kw.....VP: 22 Kw.
Owned-Oper. By.....Kansas City Star Co.
Business Address.....1729 Grand Ave.
Phone Number.....Harrison 1200
Studio-Trans. Location.....31st & Summit Sts.
Representative.....Petry
President.....Roy A. Roberts
General Manager.....Dean Fitzer
Commercial Manager.....E. M. Russo
Program Director.....Bill Bates
Chief Engineer.....Joseph Flaherty

KSD-TV

ST. LOUIS—1947

ABC-CBS-MBS-NBC-DuM

Channel: 5....AP: 8.4 Kw.....VP: 16.1 Kw.
Owned-Oper. By..The Pulitzer Publishing Co.
Address.....1111 Olive St.
Phone Number.....MAin 1111
Air Time.....44 hours weekly
News Service.....AP, INS
Representative.....Free & Peters
Membership .....TBA, NAB
President .....Joseph Pulitzer
Gen., Sta. Mgr.....George M. Burbach
Program Director.....Harold Grams
Chief Engineer.....J. R. Risk
Sales Manager.....Guy E. Yeldell

NEBRASKA

KMTV

OMAHA—1949—ABC-CBS-DuM

Channel: 3....AP: 8.4 Kw.....VP: 16.7 Kw.
Owned-Operated By.....May Bcstg. Co.
Address.....2615 Farnam St.
Phone Number.....HArney 9233
Air Time.....30 hours weekly
News Service .....UP
Representative .....Avery-Knodel
President.....Edward W. May
Gen., Sta. Mgr.....Owen Saddler
Commercial Manager.....Howard O. Peterson
Pgm., Promotion Dir.....Glenn Cray
Dir. of News & Spec. Events ....Ralph Childs
Production Manager.....Ed Reich
Film Director.....Al McGill
Dir. of Remotes, Chief Engr.....R. J. Schroeder

WOW-TV

OMAHA—1949—NBC

Channel: 6.....AP: 8.5 Kw.....VP: 16.2 Kw.
Owned-Oper. By.....Radio Station WOW, Inc.
Business Address.....280 Insurance Bldg.
Phone Number.....WEbster 3400
Studio-Transmitter Location..3509 Farnham St.
Air Time.....46 hours weekly
News Service.....AP, INS, UP
Representative .....Blair TV
Membership .....NAB
President, General Manager...John J. Gillin Jr.
Station Manager.....Joseph Herold
Program Director.....Lyle DeMoss
Promotion, Publicity Director.....Bill Wiseman
Dir. of News & Spec. Events & Remotes..Soren Munkhof
Production Manager.....Russ Baker
Film Director.....Harold Storm
Technical Supervisor.....Joseph Herold
Chief Engineer.....Wm. J. Kotera

NEW JERSEY

WATV

NEWARK—1948

Channel: 13.....AP: 25 Kw.....VP: 50 Kw.
Owned-Oper. By.....Bremer Bcstg. Corp.
Business-Studio Address.....Television Center
Phone Number.....N. Y., BArclay 7-8216; N. J., MItchell 2-6400
Transmitter Location...First Mt., West Orange
Air Time.....50 hours weekly
News Service .....AP
Representative .....Weed
Pres., Gen. Mgr.....Irving R. Rosenhaus
Vice-President.....Edmund S. Lennon
Program Director.....George Green
Promotion Director.....James Sondheim
Pub. Relations Director.....Roland Trenchard
Film Director.....Robert Paskow
Director of Remotes.....Herbert Green
Vice-Pres., Engineering.....Frank V. Bremer

NEW MEXICO

KOB-TV

ALBUQUERQUE—1948

ABC-CBS-MBS-NBC-DuM

Channel 4.....AP: 5 Kw.....VP: 2.5 Kw.
Owned-Oper. By.....Albuquerque Bcstg. Co.
Bus.-Studio Address...Box 1319 or 234 So. 5th
Phone Number.....4411
Transmitter.....905 So. Buena Vista Blvd.
Air Time.....14 hours weekly
News Service .....AP
Pres., Gen. Mgr.....T. M. Pepperday
Sta. Mgr., Chief Engineer..George S. Johnson
Program Director.....Dorothy B. Smith

NEW YORK

WNBF-TV

BINGHAMTON—1949

ABC-CBS-NBC-DuM

Channel: 12.....AP: 12 Kw.....VP: 11.7 Kw.
Owned-Oper. By.....Clark Associates, Inc.
Business Address.....P. O. Box No. 48
Phone Number 2-3461
Studio Address.....Arlington Hotel
Transmitter Location.....Ingraham Hill

Air Time.....24 hours weekly
News Service .....UP
Representative .....Bolling
Membership .....NAB
President.....John C Clark
General Manager.....C. D. Mastin
Station Manager.....L. L. Rogers
Program Director.....E. M. Scala
Promotion Director.....E. R. McCloskey
Chief Engineer.....L. H. Stantz

WBEN-TV

BUFFALO—1948

ABC-CBS-NBC-DuM

Channel: 4....AP: 10.2 Kw.....VP: 16.2 Kw.
Owned-Oper. By.....WBEN, Inc.
Address.....Hotel Statler, Buffalo, N. Y.
Phone Number.....Cleveland 6400
Air Time.....50 hours weekly
News Service.....AP, INS, UP
Representative..Harrington, Righter & Parsons
President.....Edward H. Butler
Vice-Pres., Gen. Mgr..... A. H. Kirchhofer
Station Manager.....C. Robert Thompson
Sales Manager.....Nicholas J. Malter
Program Manager.....George R. Torge
Promotion Manager.....Joseph A. Haeffner
Asst. Program Manager...Edward J. Wegman
Executive Producer.....Fred Keller
Film Director.....Quintin P. Renner
Director of Remotes.....John L. Hutchinson
Technical Director.....Ralph J. Kingsley

WABD

NEW YORK—1941—DuM

Channel: 5....AP: 9.45 Kw.....VP: 14.25 Kw.
Owned-Oper. By...Allen B. DuMont Labs., Inc.
Business Address.....515 Madison Ave.
Phone Number.....MU 8-2600
Studio Address....515 Madison Ave.,—Wanamaker Dept. Store,—Adelphi Playhouse
Transmitter Location.....515 Madison Ave.
Air Time.....64 hours weekly
News Service .....INS
Director.....Comdr. Mortimer W. Loewi
Gen. Mgr. (DuM TV Net).....Chris J. Witting
Sales Director.....Tom Gallery
Director of Network Planning and Development .....Julian Armstrong
Dir. of Prog. and Prod.....James L. Caddigan
Dir. of Sports & Spec. Events....Leslie Arries
Dir. of Engineering.....Rodney D. Chipp
Publicity Director.....Gerald Lyons
Film Director.....Andrew P. Jaeger
Director of Remotes.....Harry Coyle
New York Operations Mgr.....Roy Passman
Station Relations Mgr.....Joseph Merkle

WCBS-TV

NEW YORK—1941—CBS

Channel: 2.....AP: 10 Kw.....VP: 13.7 Kw.
Owned-Oper. By.....Columbia Bcstg. System
Business Address.....485 Madison Ave.
Phone Number.....PLaza 5-2000
Studio Address.....Grand Central Terminal Building
Transmitter Location.....Chrysler Tower
Air Time.....60 hours weekly
News Service.....AP, INS, UP
Station Representative.....CBS Radio Sales
Membership .....TBA
President (CBS).....Frank Stanton
V.-P., Dir. of TV Operations.....J. L. Van Volkenburg
Sales Director.....David Sutton
Program Director.....Charles Underhill
Promotion Director.....Arthur Duram
Director of News.....Edmund Chester
Dir. of Special Events.....Robert Bendick
Production Manager.....Stanton Osgood
Publicity Director.....George Crandall
Film Director.....Grant Theis
Chief Engineer.....Paul Wittlig

WJZ-TV

NEW YORK—1948—ABC

Channel: 7.....AP: 15 Kw.....VP: 30 Kw.
Owned-Oper. By..American Broadcasting Co.
Business Address.....30 Rockefeller Plaza
Phone Number.....CI 7-5700
Studio Address.....7 W. 66th St.
Transmitter Location.....Hotel Pierre
Air Time.....48 hours weekly
News Service.....AP, INS, UP
Representative .....ABC
Membership .....TBA
President (ABC).....Mark Woods
Gen., Station Mgr.....Murray Grabhorn
Commercial Manager.....Slocum Chapin
Program Director.....Alexander Stronach
Promotion Director.....Ted Oberfelder
Dir. of News & Spec. Events & Remotes...Tom Velotta
Production Manager.....Burke Crotty
Publicity Director.....Earl Mullin
Film Director.....Nat Fowler
Chief Engineer.....Frank Marx

WNBT

NEW YORK—1939—NBC

Channel: 4.....AP: 7 Kw.....VP: 7 Kw.
Owner-Oper. By....National Broadcasting Co.
Business Address.....30 Rockefeller Plaza
Phone Number.....CIrcle 7-8300
Studio Addresses.....30 Rockefeller Plaza, 106th St., & Park Ave.
Transmitter Location.....Empire State Bldg.

Air Time: . .40 hrs. wkly. without special events
News Service.....AP, INS, UP
Station Representative.....NBC Spot Sales
Membership .....TBA
President (NBC).....Joseph H. McConnell
Station Manager.....Thomas B. McFadden
Assistant Manager.....Donald A. Norman
Sales Manager.....John C. Warren
Program Director.....John H. Reber
Advertising & Promotion Dir.....Murry Harris
Dir. of News & Spec. Events..Fred S. Heywood
Publicity Director.....Schuyler G. Chapin
Film Director.....Stanley Parlan
Chief Engineer.....O. B. Hanson

WOR-TV

NEW YORK—1945—MBS

Channel: 9.....AP: 2.5 Kw.....VP: 5 Kw.
Owned-Oper. By.....General Teleradio, Inc.
Business Address.....1440 Broadway
Phone Number.....LOngacre 4-8000
Studio Addresses.....New Amsterdam Roof Theater, WOR-TV Studios
Transmitter Location.....Bergenline Ave. & 72nd St.; N. Bergen, N. J.
Air Time.....43 hours weekly
News Service .....UP
Station Representative .....Carter-Kettell, Keenan & Eickelberg
Membership .....TBA, NAB
Pres., Gen. Station Mgr...Theodore C. Streibert
V.-P. Chg. of Sales.....R. C. Maddux
Program Director.....Julius F. Seebach, Jr.
Promotion Director.....Joseph Creamer
Dir. of News & Special Events...Dave Driscoll
Production Manager.....Jeff Smith
Publicity Director.....Robert Blake
Chief Engineer.....J. R. Poppele

WPIX

NEW YORK—1948

Channel: 11....AP: 9.25 Kw.....VP: 18.5 Kw.
Owned-Oper. By.....WPIX, Inc.
Address.....220 E. 42nd St.
Phone Number.....MU 2-1234
Air Time.....50 hours weekly
News Service .....AP
Station Representative.....Free & Peters
Membership .....TBA
President.....F. M. Flynn
V.-P., Gen. Mgr.....G. Bennett Larson
Sales Manager.....Walter Duncan
Program Manager.....Warren Wade
Public Relations Manager.....Frank Young
Chief Engineer.....Tom Howard

WHAM-TV

ROCHESTER—1949
ABC-CBS-NBC-DuM

Channel: 6.....AP: 8.6 Kw.....VP: 16.7 Kw.
Owned-Oper. By.....Stromberg Carlson Co.
Business-Studio Address.Rochester Radio City
Phone Number.....Culver 7240
Transmitter Location....Pinnacle Hill, Brighton
News Service .....UP
Representative .....Hollingbery
Membership .....NAB
Vice-Pres., Gen. Mgr.....William Fay
Commercial Manager....John W. Kennedy, Jr.
Program Director.....Carles W. Siverson
Promotion Pub. Director.....Armin N. Bender
Director of News.....David E. Kessler
Production Manager.....John Crosby
Film Director.....David Manning
Chief Engineer.....Kenneth Gardner

WRGB

SCHENECTADY—1939
ABC-CBS-NBC-DuM

Channel: 4....AP: 8.16 Kw.....VP: 16.32 Kw.
Owned-Oper. By.....General Electric Co.
Business-Studio Address.60 Washington Ave.
Phone Number..Schenectady 4-2211, Ext. 4926
Transmitter Location.....New Scotland
Air Time.....51 hours weekly
News Service.....AP, UP
Representative.....NBC Spot Sales
Membership .....TBA, NAB
V.-P., Mgr. of Bcstg.....R. S. Peare
Asst. Mgr. of Bcstg.....B. J. Rowan
Studio Manager.....R. B. Hanna, Jr.
Supervisor of Sales.....Eugene P. Weil
Program Director.....Albert G. Zink
Asst. Stations Manager.....R. W. Welpott
Dir. of News & Spec. Events.....William T. Meenam
Production Managers.Duff Browne, Ted Beebe
Supervisor of Music.....A. O. Coggeshall
Chief Engineer.....Willard J. Purcell

WHEN

SYRACUSE—1948—ABC-CBS-DuM

Channel: 8.....AP: 7.5 Kw.....VP: 15 Kw.
Owned-Oper. By.Meredith Syracuse TV Corp.
Address.....101 Court St.
Phone Number 3-1126
Air Time.....72 hours weekly
News Service.....UP
Representative .....Katz
Membership .....TBA
President.....E. T. Meredith, Jr.
Gen., Sta. Mgr.....Paul Adanti
Comm. Mgr., Prom. Dir.....W. H. Bell

Dir. of News & Spec. Events., Pub. Dir....E. F. Ryan
Pgm., Prod. Mgr.....E. P. Roden
Film Director.....J. I. Gregg
Director of Remotes.....D. L. Conway
Chief Engineer.....H. E. Crow

WSYR-TV

SYRACUSE—1950—NBC

Channel: 5.... AP: 12.5 Kw.....VP: 23.5 Kw.
Owned-Operated By.....Central N. Y. Ccstg.
Business-Studio Address.....224 Harrison St.
Phone Number 3-7111
Transmitter Location.....Sentinel Heights
Air Time.....50 hours weekly
News Service .....UP
Representative .....Headley-Reed
Membership .....NAB
President.....Col. H. C. Wilder
Commercial Manager.....W. R. Alford, Jr.
Program Director.....W. D. Rothrum
Promotion, Publicity Dir.....John Hurlbut
Production Manager.....Bert Gold
Film Director.....Rod Swift
Chief Engineer.....A. G. Belle Isle

WKTV

UTICA—1949

Channel: 13....AP: 11.3 Kw.....VP: 13 Kw.
Owned-Oper. By.....Copper City Bcstg. Co.
Business Address.Capitol Theater Bldg., Rome
Phone Number.....Utica 2-5221
Studio-Transmitter Location.....Smith Hill Rd.
Representative .....Cooke
President.....M. J. Kallet
General Manager.....M. C. Fusco
Chief Engineer.....D. T. Layton, Jr.

NORTH CAROLINA

WBTV

CHARLOTTE—1949
ABC-CBS-NBC-DuM

Channel: 3....AP: 8.2 Kw.....VP: 16.3 Kw.
Owned-Oper. By..Jefferson Standard Bcstg. Co.
Business-Studio Address.....Wilder Bldg.
Phone Number 3-8833
Transmitter Location....Spencer Mt., Gastonia
Air Time.....49 hours weekly
News Service .....INS, UP
Representative .....Radio Sales
Membership .....TBA, NAB
President.....Joseph M. Bryan
General Manager.....Charles H. Crutchfield
Sta. Mgr., Pgm. Dir.....Larry Walker
Commercial Manager.....Keith S. Byerly
Promotion Director.....J. R. Covington
Dir. of News & Spec. Events.....Jack Knell
Production Manager.....Charles E. Bell
Publicity Director.....Jean Carson Brown
Film Director.....Miss Jerry Patterson
Business Manager.....C. K. Spicer
Traffic Manager.....Betty Jean Mulligan
Chief Engineer.....M. J. Minor

WFMY-TV

GREENSBORO—1949
ABC-CBS-NBC-DuM

Channel: 2....AP: .84 Kw.....VP: 1.97 Kw.
Owned-Operated By....Greensboro News Co.
Address.....212 N. Davie St.
Phone Number 3-8611
News Service .....UP
Representative..Harrington, Righter & Parsons
Membership .....TBA, NAB
Station Manager.....Gaines Kelley
Program Director.....T. W. Austin
Promotion Director.....Norman Gittleson
Production Manager.....Robert C. Currie, Jr.
Film Director.....Emil W. Young, Jr.
Chief Engineer.....James F. Winecoff

OHIO

WCPO-TV

CINCINNATI—1949—ABC-DuM

Channel: 7.....AP: 10 Kw.....VP: 21 Kw.
Owned-Oper. By..Scripps-Howard Radio, Inc.
Business Address.....3903-5 Carew Tower
Phone Number.....CApitol 0777
Studio-Transmitter Location...2345 Symmes St.
Air Time.....89 hours weekly
News Service .....UP
Representative.....The Branham Co.
President.....Jack R. Howard
V.P., Gen. Mgr.....W. C. Watters
TV Director.....Harry LeBrun
Comm., Asst. Gen. Mgr.....J. P. Smith
Pgm., Prod. Dir.....Ed Weston
Prom., Pub. Dir.....Fred Giesel
Dir. of News & Spec. Events.....Bob Otto
Film Director.....Elizabeth Conaty
Director of Remotes.....M. Bowden
Chief Engineer.....Grant Makinson

WKRC-TV

CINCINNATI—1949—CBS

Channel: 11....AP: 12.5 Kw.....VP: 24.5 Kw.
Owned-Operated By...Radio Cincinnati, Inc.
Business-Studio Address.....Times-Star Bldg.
Phone Number.....Garfield 1331
Transmitter.....Highland & Dorchester Aves.

Air Time.....60 hours weekly
News Service .....UP
Representative .....Katz
Membership .....NAB
Gen., Sta. Mgr.....Hulbert Taft, Jr.
Commercial Manager.....U. A. Latham
Program Director.....L. J. Bolles
Promotion Director.....Joel W. Stovall
Dir. of News & Spec. Events...Tom McCarthy
Film Director.....Richard Ostrander
Director of Remotes.....Sydney D. Cornell
Chief Engineer.....George A. Wilson

WLW-T

CINCINNATI—1948—NBC

Channel: 4....AP: 19.5 Kw.....VP: 23.5 Kw.
Owned-Operated By....Crosley Bcstg. Corp.
Address.....2222 Chickasaw St.
Phone Number.....DUnbar 1380
Air Time.....87 hours weekly
News Service .....INS, UP
Membership .....TBA, NAB
President.....James D. Shouse
V.P. & Gen. Mgr.....R. E. Dunville
Dir. of TV Oper. & Gen. Mgr...John T. Murphy
Commercial Manager...William J. McCluskey
Program Director.....Ruth Lyons
Program Coordinator.....Bernie Barth
Dir. Sales Prom.....David E. Partridge
News Editor.....Gene Martin
Mgr. Sales Service.....James Hill
Dir. Pub. Rela. & Pub.....James J. Cassidy
Dir. of Film Procurement.....Russell Landers
Chief Engineer.....Calvin Bopp

WEWS

CLEVELAND—1947—ABC-CBS-DuM

Channel: 5....AP: 8.15 Kw.....VP: 16.3 Kw.
Owned-Oper. By...Scripps-Howard Radio, Inc.
Business-Studio Address.....1816 E. 13th St.
Phone Number.....TOwer 1-5454
Transmitter.....7080 State Rd., Parma, O.
Air Time.....80 hours weekly
News Service .....UP
Representative .....Branham
President.....Jack R. Howard
Vice-Pres., Gen. Mgr.....James C. Hanrahan
Station Director.....J. Harrison Hartley
Program Director.....Donald E. Pierce
Promotion Director.....F. E. Weidman
Dir. of News & Spec. Events, Pub. Dir.....F. E. Weidman
Dir. of Remotes.....Ernest Sindelar
Technical Director.....Joseph B. Epperson

WNBK

CLEVELAND—1948—NBC

Channel: 4...AP: 20.26 Kw....VP: 39.22 Kw.
Owned-Oper By.....National Bcstg. Co.
Business-Studio Address....815 Superior Ave.
Phone Number.....CHerry 0942
Transmitter Location.....Brecksville, O.
Air Time.....41 hours weekly
News Service.....AP, UP
Representative.....NBC Spot Sales
Membership .....NAB
President (NBC).....Joseph H. McConnell
General Manager.....John McCormick
Station Manager.....Joseph A. Jenkins
Commercial Manager.....Harold L. Gallagher
Production Manager.....Philip L. Worcester
Promotion Director.....Howard A. Barton
Dir. of News & Spec. Events.....Edward R. Wallace
Publicity Director.....Albert M. Henderson
Film Director.....Albert L. Odeal
Director of Remotes.....Charles A. Ranallo
Engineer-in-Charge.....S. E. Leonard
Operations Supervisor.....Andrew L. Hammerschmidt

WXEL

CLEVELAND—1949—ABC-DuM

Channel 9.....AP: 13.5 Kw.....VP: 21 Kw.
Owned-Oper. By....Empire Coil Co., Inc., New Rochelle, N. Y.
Address..Pleasant Valley & State Rds., Parma
Phone Number.....VIctory 3-8400
Air Time.....70 hours weekly
News Service .....UP
Representative .....Katz
President, Gen. Mgr.....Herbert Mayer
Station, Comm. Mgr.....Franklin C. Snyder
Program Director.....Russell Speirs
Promotion Director.....Barbara Snyder
Asst. to Comm. Mgr.....R. C. Wright
Co-ordinator .....William Barth
Film Director.....Edwin Abbott
Chief Engineer.....Thomas Friedman

WBNS-TV

COLUMBUS—1949—CBS

Channel: 10.....AP: 14 Kw.....VP: 24 Kw.
Owned-Oper. By.....The Columbus Dispatch Printing Co.
Business Address.....33 N. High St.
Phone Number.....ADams 9265
Studio-Transmitter Location....495 Olentangy Blvd.
Air Time.....48 hours weekly
News Service .....AP
Representative .....Blair-TV
General Manager.....Richard A. Borel
Commercial Manager.....Robert D. Thomas
Program Director.....Edward Bronson
Promotion Director.....Jerome R. Reeves
Production Manager.....Ashley Dawes
Film Director.....Randall E. Larson
Chief Engineer.....Lester H. Nafzger

WLW-C

COLUMBUS—1949

Channel: 3....AP: 12.8 Kw.....VP: 15.2 Kw.
Owned-Operated By.....Crosley Bcstg. Co.
Address.....3165 Olentangy River Rd.
Phone Number.....Jefferson 5441
Representative .....WLW Sales
General Manager.....James Leonard
Program Director.....Tom Gleba
Production Manager.....Walter Jacobs
Promotion Director.....Juanita Wilcox
Sales Manager.....George Henderson
Chief Engineer.....Charles Sloan

WTVN

COLUMBUS—1949—ABC-DuM

Channel: 6....AP: 14.2 Kw.....CP: 16.8 Kw.
Owned-Oper. By.....Picture Waves, Inc.
Address.....3720 LeVeque, Lincoln Tower
Phone Number.....FLetcher 1529
Air Time.....60 hours weekly
News Service .....AP
Representative .....Headley-Reed
President .....Edward Lamb
Gen., Station Manager.....John Rossiter
Ass't Comm. Mgr.....Herbert Stewart
Program Director.....Colin Male
Promotion Director.....Roger J. LaReau
Production Manager.....Nick Luppino
Publicity Director.....Barbara Slocum
Film Director.....John Cook
Chief Engineer.....James M. Burke

WHIO-TV

DAYTON—1949—ABC-CBS-DuM

Channel: 13....AP: 12.6 Kw.....VP: 24 Kw.
Owned-Oper. By...Miami Valley Bcstg. Corp.
Business Address.....45 S. Ludlow St.
Phone Number.....Adams 2261
Studio-Transmitter Location..1414 Wilmington Ave.
Air Time.....12 hours weekly
News Service .....UP
Representative .....Katz
Membership .....NAB
President.....James M. Cox, Jr.
General Manager.....Robert H. Moody
Commercial Manager....Harvey R. Young, Jr.
Program Director.....Lester G. Spencer
Dir. of News & Spec. Events....J. Fred Brophy
Production Manager.....Don R. Lyons
Chief Engineer.....Ernest L. Adams

WLW-D

DAYTON—1949—NBC

Channel: 5.....AP: 8 Kw.....VP: 16 Kw.
Owned-Oper. By.....Crosley Bcstg. Corp.
Business-Studio Address...Television Square, 4595 S. Dixie Highway
Phone Number.....Walnut 2101
Transmitter.....W. Carrollton & Frytown Rd.
Air Time.....80 hours weekly
News Service .....UP
Representative.....WLW Offices, New York, Chicago, Hollywood
Membership .....NAB
Dir. (Crosley TV).....John T. Murphy
Gen. Comm. Mgr.....H. Peter Lasker
Asst. Mgr., Pgm. Mgr.....A. Donovan Faust
Prom. Pub. Dir.....Jane O. Flaherty
Dir. of News & Special Events...Neal VanElls
Prod. Mgr., Film Dir.....Charles Vaughan
Chief Engineer.....Howard Lepple

WSPD-TV

TOLEDO—1948
ABC-CBS-MBS-NBC-DuM

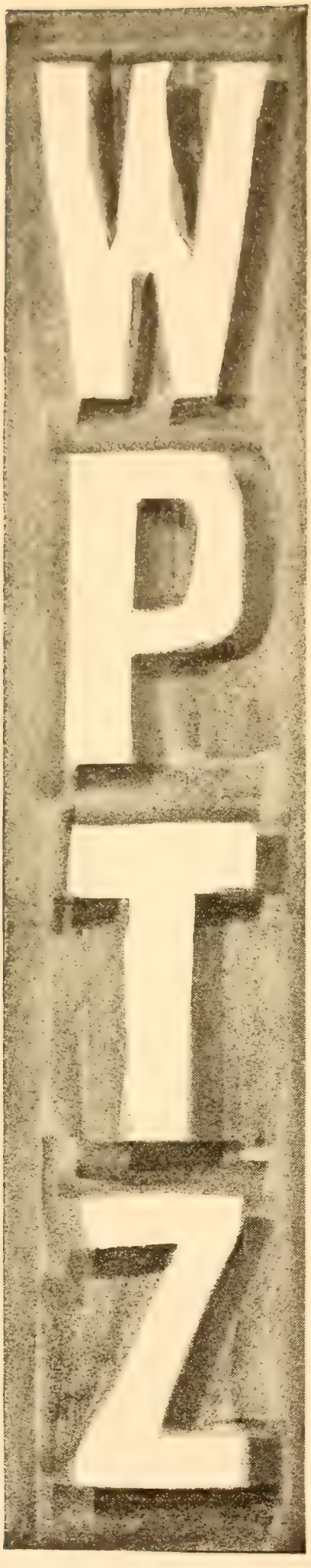
Channel: 13....AP: 14.4 Kw.....VP: 27.4 Kw.
Owned-Oper. By.....The Fort Industry Co.
Business-Studio Address.....136 Huron St.
Phone Number.....Adams 3175
Transmitter Location.....26 Superior St.
Air Time.....40 hours weekly
News Service.....INS, UP
Representative .....Katz
President.....George B. Storer
(New Centre Bldg., Detroit, Mich.)
General Manager.....Ely Flanigan
Program Director.....Steu Jackson
Promotion-Publicity Dir.....Dick Gowrley
Dir. of Special Events.....Bob Evans
Film Director.....Elaine Phillips
Director of Remotes.....Cliff Montrose
Chief Engineer.....William Stringfellow

OKLAHOMA

WKY-TV

OKLAHOMA CITY—1949
ABC-CBS-NBC-DuM

Channel: 4.....AP: 6.2 Kw.....VP: 12.1 Kw.
Owned-Oper. By.....WKY Radiophone Co.
Business Address.....Skirvin Tower
Phone Number 3-4306
Studio Address.....Little Theater, Municipal Auditorium
Transmitter Location.....6 mi. north of city, E. of Britton
News Service.....AP, UP
Representative .....Katz
Pres., Gen. Mgr.....E. K. Gaylord
Station Manager.....P. A. Sugg
Commercial Manager.....Robert Chapman
Administrative Assistant.....Hoyt Andres
Promotion Director.....Eugene B. Dodson
Film Director.....Kieth Mathers
Chief Engineer.....H. J. Lovell



FIRST IN TELEVISION IN

PHILADELPHIA

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1800 Architects Building
Philadelphia 3, Pennsylvania

KOTV
TULSA—1949
ABC-CBS-NBC-DuM-PARAMOUNT

Channel: 6.....AP: 8.5 Kw.....VP: 16.5 Kw.
Owned-Oper. By.....George E. Cameron, Jr.
Business-Studio Address.....302 S. Frankfort
Phone Number 29233
Transmitter.....1410 Natl. Bank of Tulsa Bldg.
Air Time.....35 hours weekly
News Service.....INS, UP
Representative.....Adam Young Television
Membership .....NAB
Gen., Sta. Mgr.....Maria Helen Alvarez
Commercial Manager.....John B. Hill
Program Director.....Ronald C. Oxford
Promotion Director.....Robert Korte
Pub. Dir. & Dir. of News & Spec. Events
Robert Freeland
Prod. Mgr., Dir. of Remotes....Herb Lightman
Film Director.....Don Thompson
Chief Engineer.....George Jacobs

PENNSYLVANIA

WICU
ERIE—1949—ABC-CBS-NBC-DuM

Channel: 12.....AP: 1.7 Kw.....VP: 3.5 Kw.
Owned-Oper. By.....Dispatch, Inc.
Address.....35th & State
Phone Number.....2-4209, 2-4084
Air Time.....65-70 hours weekly
News Service .....UP
Representative .....Headley-Reed
President .....Edward Lamb
Gen., Station, Comm. Mgr...Roger S. Underhill
Program Director.....Don Lick
Promotion Director.....Stanley Hancock
Production Manager.....Gomer Lesch
Publicity Director.....Wesley First
Film Director.....John Cook
Chief Engineer.....James Burke

WJAC-TV
JOHNSTOWN—1949
ABC-CBS-NBC-DuM

Channel: 13.....AP: 3.7 Kw.....VP: 6.5 Kw.
Owned-Oper. By.....WJAC, Inc.
Business Address.....329 Main St.
Phone Number 41-267
Transmitter Location.....Laurel Hill Mountain
Air Time.....27 hours weekly
News Service .....UP
Representative .....Headley-Reed
Membership .....NAB
President.....Walter W. Krebs
Station Manager.....Alvin D. Schrott
Program Director.....Frank P. Cummins
Chief Engineer.....Nevin L. Straub

WGAL-TV
LANCASTER—1949
ABC-CBS-NBC-DuM

Channel: 4.....AP: 1 Kw.....VP: 1 Kw.
Owned-Oper. By.....WGAL, Inc.
Business-Transmitter Address.....8 King St.
Phone Number 5251
Studio Address.....24 S. Queen St.
Air Time.....62 hours weekly
News Service.....UP
Representative .....Meeker
Membership .....NAB
President.....Clair R. McCollough
Station Manager.....Harold E. Miller
Gen. Sales Mgr.....J. Robert Gulick
Program Director.....Paul Rodenhauser
Technical Director.....J. E. Mathiot

WCAU-TV
PHILADELPHIA—1947—CBS

Channel: 10.....AP: 14 Kw.....VP: 25 Kw.
Owned-Oper. By.....WCAU, Inc.
Business-Studio Address.....1622 Chestnut St.
Phone Number.....LOcust 7-7700
Transmitter Location.....12 S. 12th St.
Air Time .....Unlimited
News Service.....AP, UP
Representative .....Radio Sales
Pres., Gen. Mgr.....Donald W. Thornburgh
V.-P., Asst. Gen. Mgr.....Joseph L. Tinney
Television Director.....Charles Vanda
Program Director.....John McClay
Prom. & Pub. Dir.....Robert N. Pryor
Director of News.....Alfred T. Ringler
Film Director.....Helen Buck
Technical Director.....John G. Leitch

WPTZ
PHILADELPHIA—1941—NBC

Channel: 3.....AP: 8.1 Kw.....VP: 16.2 Kw.
Owned-Oper. By.Philco Television Bcstg. Corp.
Business Address.....1800 Architects Bldg.
Phone Number.....LOcust 4-2244
Studio Address..Philco-Westinghouse Radio & TV Center
Transmitter Location...1300 E. Mermaid Lane, Wyndmoor
Air Time.....45 hours weekly
News Service .....INS
Station Representative.....NBC Spot Sales
Membership .....TBA
Vice-Pres., Gen. Mgr.....Ernest B. Loveman
Asst. Gen. Mgr.....Rolland V. Tooke
Comm. Mgr....Alexander W. Dannenbaum, Jr.
Manager-Problem Operations...Preston Stover
Film Director.....Albert J. Mann
Chief Engineer.....Raymond J. Bowley

WFIL-TV

PHILADELPHIA—1947—ABC-DuM

Channel: 6.....AP: 13.5 Kw.....VP: 27 Kw.
Owned-Oper. By....Philadelphia Inquirer Div. of Triangle Publications, Inc.
Business-Studio Address...46th & Market Sts.
Phone Number.....Evergreen 6-8090
Transmitter Location.....Roxborough, Pa.
Air Time.....45 hours weekly
News Service .....AP
Representative .....Katz
Membership .....NAB
General Manager.....Roger W. Clipp
Administrative Assistant to Mgr....Donald S. Kellett
Manager of Operations.....Felix Meyer
Commercial Manager.....John E. Surrick
TV Sales Manager.....Kenneth W. Stowman
Promotion Director.....George A. Koehler
Director of News.....William Driscoll
Mgr. of Prog. & Prod.....Jack Steck
Publicity Director.....Joseph E. Dooley
Film Director.....Walter Tillman
Tech. Dir. of Remotes.....John Wright
Chief Engineer.....Louis E. Littlejohn

(See Page 1084)

WDTV

PITTSBURGH—1949
ABC-CBS-NBC-DuM

Channel: 3.....AP: 2.5 Kw.....VP: 5 Kw.
Owned-Oper. By.....Dr. Allen B. Du Mont Laboratories, Inc.
Business Address.....1104 Clark Bldg.
Phone Number.....Express 1-1071-2-3-4
Transmitter Location...Perrysville, at Montana & Grizella Sts.
Air Time.....108 hours weekly
News Service .....INS
Membership .....TBA
President.....Dr. Allen B. Du Mont
Gen., Sta. Mgr.....Donald A. Stewart
Sales Director.....Larry Israel
Prog., Prod. Dir.....Leslie Arries, Jr.
Prom. Pub. Dir.....Theodore A. Okon
Sales Service Manager.....John Cole
Film Director.....Harry G. Munson
Chief Engineer.....Raymond Rodgers

RHODE ISLAND

WJAR-TV

PROVIDENCE—1949
ABC-CBS-NBC

Channel: 11.....AP: 15 Kw.....VP: 30 Kw.
Owned-Oper. By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
Phone Number.....Gaspee 1-1071
Transmitter Location.....Rehoboth, Mass.
Air Time.....42 hours weekly
News Service .....UP
Representative.....Weed, Bertha Bannan
President.....Mortimer L. Burbank
Gen., Sta., Comm. Mgr.....John J. Boyle
Production Manager.....James Orchard
Chief Engineer.....Thomas C. J. Prior

TENNESSEE

WMCT

MEMPHIS—1948
ABC-CBS-NBC-DuM

Channel: 4....AP: 7.12 Kw.....VP: 13.6 Kw.
Owned-Oper.....Memphis Publishing Co.
Business-Studio Address...Goodwyn Institute Bldg., P. O. Box 311
Phone Number 8-7464
Transmitter Location.....Thomas Rd.
Air Time.....24 hours weekly
News Service.....INS, UP
Representative .....Branham
Membership .....NAB
President .....Enoch Brown
Gen. Station Mgr.....H. W. Slavick
Commercial Manager.....J. C. Eggleston
Program Director.....Wilson Mount
Prom., Pub. Dir.....Walter E. Frase
Dir. of News & Spec. Events...Ralph Haskins
Production Manager.....Bill Brazzil
Film Director.....Charles Caldwell, Jr.
Director of Remotes.....Wilson Mount
Chief Engineer.....E. C. Frase, Jr.

TEXAS

KBTV

DALLAS—1949
DuM-PARAMOUNT

Channel: 8.....AP: 27 Kw.....VP: 13.5 Kw.
Owned-Oper. By.....Tom Potter
Business Address...1032 M & W Tower Bldg.
Phone Number C-8896
Studio-Transmitter Location...3000 Hines Blvd.
Air Time.....20 hours weekly
News Service .....UP
Representative.....Adam Young Television
President.....Jack I. Potter
General Manager.....J. Curtis Sanford
Station Manager.....Mortimer S. Dank
Commercial Manager.....Del Ramey
Program Director.....Lawrence DuPont
Publicity Director.....Zack Bettis
Film Director.....Don Morrow

Director of Remotes.....Earl Z. Marvin
Chief Engineer.....Morris Barton, Jr.

KRLD-TV

DALLAS—1949

Channel: 4.....AP: 7.5 Kw.....VP: 15.1 Kw.
Owned-Operated By.....KRLD Radio Corp.
Business-Studio Address.....Herald Square
Phone Number.....Central 6811
Transmitter Location.....Camp Griffin Sts.
Representative .....Branham
President.....J. W. Runyon
Managing Director.....C. W. Rembert
Commercial Manager.....W. A. Roberts
Program Director.....Roy George
Technical Supervisor.....R. M. Flynn

WBAP-TV

FORT WORTH—1948—ABC-NBC

Channel: 5.....AP: 16.4 Kw.....VP: 8.2 Kw.
Owned-Operated By..Carter Publications, Inc.
Address....3900 Barnett St., Ft. Worth 3, Tex.
Phone Number...Fort Worth: LOckwood 1981, Dallas: Tremont 7-9757
Air Time.....50 hours weekly
News Service .....AP
Representative.....Free & Peters
Membership .....NAB
President .....Amon Carter
Director .....Harold Hough
Station Manager.....George Cranston
Commercial Manager.....Roy Bacus
Program Director.....Bob Gould
Publicity Director.....Jack Rogers
Dir. of News & Spec. Events...James A. Byron
Production Manager.....Tommy Thompson
Film Director.....Lynn Trammell
Director of Remotes.....Sid Smith
Chief Engineer.....R. C. Stinson

KLEE-TV

HOUSTON—1949
ABC-CBS-DuM

Channel: 2.....AP: 8.5 Kw.....VP: 16 Kw.
Owned-Oper. By.....W. Albert Lee
Business Address.....Milby Hotel
Phone Number.....PR 1161, MA 9279
Studio-Transmitter Location.....Post Oak Rd.
Air Time.....35-40 hours weekly
News Service .....UP
Representative.....Adam J. Young Television
Membership .....NAB
President.....W. Albert Lee
Gen., Sta., Comm. Mgr.....Sid Balkin
Program Director.....Ken Bagwell
Prom. Dir., Dir. of News & Spec. Events..Gene Lewis
Film Director.....Bud Johnson
Director of Remotes.....Gene Osborne
Chief Engineer.....Paul Huhndorff

KEYL

SAN ANTONIO—1950
DuM-PARAMOUNT

Channel: 5.....AP: 9 Kw.....VP: 17.9 Kw.
Owned-Oper. By...San Antonio Television Co.
Address.....Transit Tower Bldg.
Phone Number.....Garfield 8151
Air Time.....64 hours weekly
News Service .....UP
Representative.....Adam Young Television
General Manager.....W. B. Miller
Commercial Manager.....Sherrill E. Edwards
Program Director.....Mort Dank
Dir. of News & Spec. Events.....Charles Hale
Production Manager.....William Robb
Chief Engineer.....W. R. Sloat

WOAI-TV

SAN ANTONIO—1949

Channel: 4....AP: 10.8 Kw.....VP: 21.6 Kw.
Owned-Oper. By....Southland Industries, Inc.
Address.....1031 Navarro St.
Phone Number.....Garfield 4221
News Service.....AP, INS
Representative .....Petry
Pres., Gen. Mgr.....Hugh A. L. Halff
Asst. Gen. Mgr., Sales.....Jack Keasler
Sales Exec.....Fred Vance
Sales Prom. Mgr.....Dallas Wyant
Program Director.....J. R. Duncan
Production Manager.....Dick Perry
Film Manager.....Hull Youngblood
Director of Engineering.....C. L. Jeffers

UTAH

KDYL-TV

SALT LAKE CITY—1948—NBC

Channel: 4.....AP: 4 Kw.....VP: 2 Kw.
Owned-Oper. By...Intermountain Bcstg. & TV Corp.
Business Address.....143 S. Main
Phone Number 5-2991
Studio Address TV Playhouse, 68 Regent St.
Transmitter Location.....Walker Bank Bldg.
Air Time.....30 hours weekly
Station Representative .....Blair-TV
Membership .....NAB
President, General Manager.....S. S. Fox
Director of TV.....John Baldwin
Commercial Manager.....George A. Provol
Program Director.....Dan Rainger
Promotion Director.....Del Leeson
Dir. of News & Spec. Events....Emerson Smith
Film Director.....Lee Auslander
Director of Remotes.....Wal Lambourne
Chief Engineer.....Allan Gunderson

KSL-TV

SALT LAKE CITY—1949—CBS

Channel: 5....AP: 9.2 Kw.....VP: 18.4 Kw.
Owned-Oper. By..Radio Service Corp. of Utah
Address.....10 S. Main St.
Phone Number 5-4641
News Service.....AP, UP
Representative.....CBS Radio Sales
Executive Vice-President.....Ivor Sharp
General Manager.....C. R. Evans
Director of Operations.....Lennox Murdoch
Sales Manager.....F. B. Latchy
Program Director.....Wayne Richards
Director of Film Service.....Scott Clawson
Publicity, Promotion Director....Sherrill Taylor
Chief Engineer.....Vincent Clayton

VIRGINIA

WTVR

RICHMOND—1947—NBC

Channel: 6....AP: 6.4 Kw.....VP: 12.16 Kw.
Owned-Oper. By.....Havens & Martin, Inc.
Business-Studio Address...3301 W. Broad St., P. O. Box 5229
Phone Number 5-8611
Transmitter Location.....Staples Mill Rd., off Broad St.
Air Time.....50 hours weekly
News Service .....Transradio
Station Representative.....Blair TV
Membership .....TBA
Pres., Gen., Sta. Mgr.....Wilbur M. Havens
Comm. Mgr. Prom. Dir.....Walter A. Bowry, Jr.
Program Director.....Conrad Rianhard, Jr.
Dir. of News & Spec. Events....Allan J. Phaup
Production Manager.....J. V. Shand
Film Director.....J. V. Shand
Dir. of Remotes, Chief Engineer.....J. Kyle

WASHINGTON

KING-TV

SEATTLE—1948
ABC-CBS-NBC-DuM

Channel: 5.....AP: 10 Kw.....VP: 19 Kw.
Owned-Oper. By.....King Bcstg. Co.
Business Address.....Smith Tower
Phone Number.....MUtual 1090
Studio-Transmitter Location.....301 Galer
Air Time.....25 hours weekly
News Service .....UP
Representative .....Blair-TV
President.....Henry B. Owen
General Manager.....Hugh Feltis
Station Manager.....Robert E. Priebe
Commercial Manager.....Al Hunter
Program, Publicity Director.....Lee Schulman
Director of Remotes.....Clare Hanawalt
Chief Engineer.....George A. Freeman

WEST VIRGINIA

WSAZ-TV

HUNTINGTON—1949
ABC-CBS-NBC-DuM

Channel: 5.....AP: 8 Kw.....VP: 12 Kw.
Owned-Oper. By.....WSAZ, Inc.
Business Address.....P. O. Box 2115
Phone Number 38-401
Studio Address.....W. Va. Bldg.
Transmitter Location.....Eighth Street Rd.
Air Time.....36 hours weekly
News Service.....AP
Representative .....Katz
President.....Col. J. H. Long
General Manager.....Marshall Rosene
Station Manager.....L. H. Rogers, II
Commercial Manager.....L. H. Rogers
Prog. Dir., Dir. of News & Spec. Events...William Packard
Prom., Pub. Dir.....William Tracey
Film Director.....N. Tweel
Director of Remotes.....J. Jiruska
Chief Engineer.....Leroy Kilpatrick

WISCONSIN

WTMJ-TV

MILWAUKEE—1947
ABC-CBS-NBC-DuM

Channel: 3....AP: 10.2 Kw.....VP: 16.1 Kw.
Owned-Oper. By.....The Journal Co.
Business Address.....333 W. State St.
Phone Number.....MArquette 8-6000
Studio-Transmitter Address.Radio City, 720 E. Capitol Dr.
Air Time.....55 hours weekly
News Service .....AP
Representative..Harrington, Righter & Parsons
Membership .....TBA
Gen. Mgr. Radio & V.-P., The Journal Co.....Walter J. Damm
Asst. General Manager.....L. W. Herzog
Sta., Comm. Mgr.....R. G. Winnie
Local Sales Manager.....Neile V. Bakke
Program Director.....Jim Robertson
Prom., Pub. Dir.....Bruce Wallace
Director of News.....Jack Krueger
Production Manager.....Charles Zoeckler
Director of Remotes.....George Marr
Chief Engineer.....Phil Laeser



THE FUTURE OF TV RESEARCH —NEED OF AUDIENCE CENSUS

by
BARRY T. RUMPLE
Manager, Research Department
National Broadcasting Company, Inc.

THOSE who engage in television research in the future or use its findings may be everlastingly grateful for the heritage of nearly twenty years of radio research. For despite the shortcomings of present day radio research —and there are many—much has been learned and accomplished which has provided a head start to research in the field of television. No such fortunate situation marked the early days in radio when methods had to be contrived and developed with no precedents and few resources. Fortunately for television its research can, if it will, profit by the experience of radio research in its quest for a more useful product.

Networks were four years old when the first regular rating service was established; eight years old when coincidental ratings were available. Network radio had reached the ripe age of sixteen years when the mechanical recorder was first put to commercial use. Qualitative research in radio was virtually unknown in those early days; indeed, it is still a relative youngster in the research family but it is making friends and influencing decisions in a very healthy manner.

•

Radio has unquestionablv been subjected to more measurement and, in fact, knows more about itself than any other medium. There is every reason to believe that we can profit by that experience by improving present methods and developing even better techniques to meet the special problems imposed by television. For television is surely destined to become even more heavily researched than radio and happily that research has dated from the very infancy of the new medium.

Television research should be planned to provide four major types of information which will be usable for advertisers, agencies and sales, program and management personnel of video stations and networks.

First, we need a TV "census" on a regular basis. NBC's estimates currently available to the industry by areas provide general barometers of television's growth but they have limited value to market research. Lacking a count of the very units which we seek to measure, including control data for sampling the set-owning population, is a serious handicap to market research in the new medium. There is currently some indication that an industry group may be successful in formulating a continuing procedure for the assembly of TV home data on a county and city basis. Certainly for this type of information we cannot depend only on the U. S. Census whose April 1950 TV count will not be available until sometime in 1951. Some provision must therefore be made by a recognized industry group to provide such data—preferably at this stage of development on a monthly basis but certainly no less frequently than once each quarter. This is fundamental to all other future TV research.

•

Secondly, we must devise a means of determining the performance areas of TV stations. There is a tendency to consider that all television stations serve the same area equally well but this is not necessarily so from the advertiser's viewpoint and research must develop methods in this field just as in radio. The mail ballot type of survey and diary technique, where properly used, can provide evidence that stations are actually delivering satisfactory service to TV families in each area. This data, like the "census," is basic to other forms of research.

Third, and like death and taxes, we will have program ratings. Here we might be well advised to avoid much of the needless and confusing duplication in services which developed in radio. As we have found in radio, no single service is able to supply all the answers, but through judicious use of several techniques the researcher can now obtain some measurement of all

(*Continued on Page* 1152)



IMPORTANCE OF TV FILMS STRESSED IN SERVICING ADVERTISERS

by
JOHN L. SINN
President, Ziv Television Programs, Inc.

LONG after all contemporary pioneers in television have gone, their successors in every branch of the industry will continue to discover and develop new and better ways to do the job. That's the spirit of progress that has marked the growth of all our great industries; the same mark of distinction which also characterizes the greatness of our country.

In retrospect, as we glance back through the years of 1948 and 1949, we see a handful of stations, producers and sponsors, groping through a seemingly endless maze of hazards and pitfalls, toiling patiently, diligently and at great cost, to reduce mistakes, to improve techniques, to make this new miraculous form of home entertainment grow steadily in stature toward its maturing and eventual gigantic role in the realm of advertising media.

•

Each month's newest television progress report is scanned avidly and with great care. Every new shred of information is studied. Programs and their costs, commercial techniques and their results, pyramiding set installations, ratings, new stations on the air, trends of TV stocks, RMA reports, trade gossip, etc., etc., all come in for their share of observations and analysis.

In the midst of all this, a clearer appraisal of some important factors has become possible while they were being framed in increasingly true perspective. There is first, the greatest importance of the local advertiser which is asserting itself day by day with its usual quota of attendant problems. And also, the more and more prominent position which programs on film are carving permanently for themselves in air time schedules among national as well as regional and local advertisers. And of equal significance and noteworthiness is the gradual improvement in commercial applications of the medium to an ever increasing list of businesses. Let's look over each subject briefly.

If the so-called main street merchant; namely the department store, the shoe man, the specialty shop, the butcher, the grocer and the baker ever should master the technique of making television produce maximum store traffic and create for themselves the powerful buying impact of which the medium is proving itself capable, there could be, indeed, some startling future changes in many of the practices and conditions surrounding television in these early days. Probably few, if any national advertisers could match budgets, dollar for dollar, with department stores alone, at the local level, in each television area. Up until now, those local advertisers who have gotten into television are not, generally speaking, the big advertising dollar spenders of their respective cities and communities. And yet, the increase in local advertisers is outweighing markedly each month that of regional or national TV spenders.

•

There are many, many advantages in the use of programs on film, produced expressly for television. Most of them are obvious, but at least a few are deserving of constant consideration. Program-wise, near perfection is possible. The flaws and fluffs that are inherent in live camera television or kinescope recordings can be eliminated through retakes when a program is on permanent film. And, visually, the motion picture technique employed to produce film tricks such as flipovers and wipes, and other optical illusions can be combined to produce better transitional, more pleasing and faster moving programs, carrying either filmed or integrated live commercials. And perhaps of greatest importance, the professional television program producer on film, provides the advertiser and his agency a maximum opportunity to develop suitable commercial techniques and overall merchandising application, to make each advertising dollar produce its expected return.

TELEVISION FILM PRODUCERS

Personnel

□

Phone Numbers

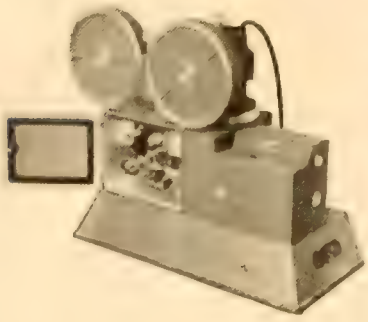
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Addresses

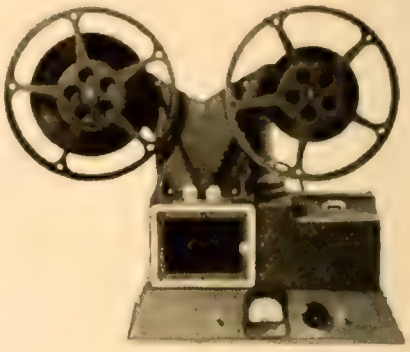
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Contacts of 35 & 16 mm. Film Producers

NINETEEN FIFTY

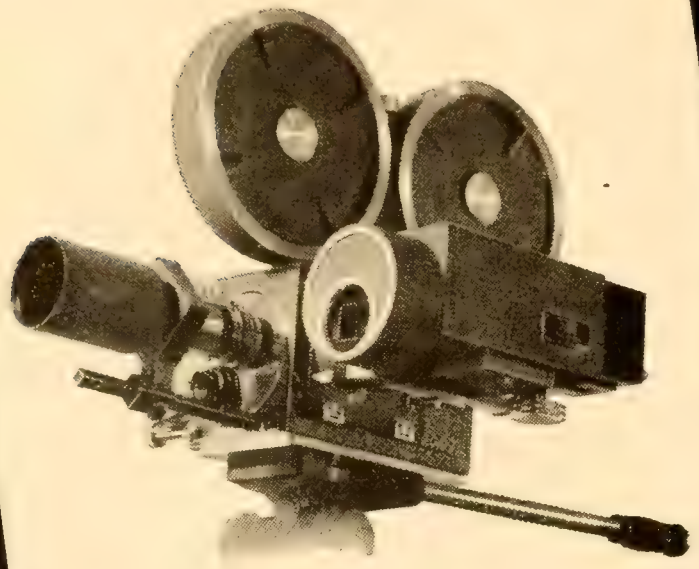


The 16 mm. sound-on-film portable Recording System combines the highest fidelity in 16 mm. recording practice with wide flexibility and simplicity of operation. The system is completely portable and is capable of recording either negative or direct positive variable area and variable density sound tracks.



The 16 mm. Film Phonograph unit provides the finest quality in high fidelity re-recording and playback. The unique optical system, giving an unusually narrow reproducing image with high light output, accomplishes a material reduction in photocell hiss—essential for quality reproduction.

THE NEW MAURER 16 MM CAMERA





The Model F Prime Recording Optical System and Galvanometer is a light modulating unit for recording sound photographically upon standard film. This system requires no special servicing or spare parts (other than recording lamp). Detailed instructions for mounting in your recorder are included.

The 16 mm. Professional Camera is the result of J. A. Maurer research and development in the 16 mm. field. Designed specifically for professional use, it is equipped with precision high-power focusing and the finest view-finder made.

Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400 foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

For additional information, please write us.

16mm maurer

J. A. Maurer, INC.

37-01 31st ST., LONG ISLAND CITY 1, N.Y.

CABLE ADDRESS: JAMAURER

TELEVISION FILM PRODUCERS

Adventure Films, Inc.
165 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-2320

President .....William Alexander
Secy.-Treasurer .....Hall Shelton

Services Offered — Devil's Island - Martinque, Java-Bali Report, Kukan, Pledge To Bataan, Here Is Ireland—all these subjects are in all natural color, on 16mm. Kodachrome. Fighting Sea Monsters, The Silent Enemy—on black & white.

A. F. Films, Inc.
1600 Broadway, New York 19, N. Y.
Phone: CIrcle 7-2850

President .....Nicolas Bongard

Services Offered — Distribution of short educational films internationally produced including U. S. productions for TV.

All-Scope Pictures, Inc.
407 Yucca Vine Bldg., Hollywood 28, Calif.
Phone: HOllywood 9-6386

President.....Gordon S. Mitchell
Vice-Pres. & Treas.....E. Z. Walters
Secretary.....E. Maples
Chairman of Bd.....G. L. Carrington

Services Offered—Producer of sponsored films education, advertising and TV. Also specialize in one minute and 20 second sport commercials for TV. Have very fine animation department.

Allen & Allen Productions
3947 W. 59 Place, Los Angeles 43, Calif.
Phone: AX 3-3314

Directing Mgr.....George E. Allen
Dir. of Production.....William H. Allen
Chief, Editorial Div.....Benjamin L. Haab
Asst. Prod.-Mgr.....H. A. Bold

Services Offered—Producers of adventure, educational, novelty and documentary films, of one, two, and three reels—featurettes, for TV. educational, theaters, and other distribution outlets. Are releasing a series of Wild Life films, at present, to the video market, also to sponsors, theaters, & schools. The above Wild Life Series, are of documentary & entertainment values.

American Film Co.
1329 Vine St., Philadelphia 7, Pa.
Phone: WAlnut 2-1800

Mgr. .....Ben Harris
Gen. Sales Mgr.....Jack H. Harris

Services Offered—We serve 35 and 16mm. film to TV stations. We also handle any form of advertising through the American advertising agency headed by Jack H. Harris at the above address.

Animated Video Films Inc.
1001 N. Vermont Ave., Los Angeles 27, Calif.
Phone: NOrmandy 33884

Production .....Ace Gamer
Direction & Story.....Dick Huemer
Chg. of Animation.....Pete Burness
Chg. of Layouts & Backgrnds..Bob Gribboek
Chp. of Camera dept.....Jack Buehre
Chg. of Ink & Paint dept.....Betty Brenon

Services Offered — Animated and live action TV films, industrial films, educational films.

Animation House, Inc.
535 Main St., New Rochelle, N. Y.
Phone: New Rochelle 2-8184

Pres., Producer, Dir.....Edwin Rehberg
V.-P., Personnel .....William Fox

Services Offered—TV commercials, 20 sec. to 1 min. spots, live, stop-motion and animation or in combination; industrial and visual educational films, color and b. and w.; 35 and 16mm.; write script, make up story board. Equipped to make a complete job to order.

Evan J. Anton Productions, Ltd.
20 E. 42 St., New York 17, N. Y.
Phone: MUrray Hill 7-6315

President.....Evan J. Anton
Vice-Pres. .....Vera Kay
Secy.-Treas. .....Florence Anton
Asst. to Pres.....Don Radler

Services Offered—Producers of TV commercials, animation, documentary, medical, and institutional films for TV application. Sound and color, film clips, slides, editing and recording.

Archer Productions, Inc.
35 W. 53rd St., New York 19, N. Y.
Phone: JUdson 6-2690

President .....Lars E. Calonius
Chg. of Production.....Thomas Craven
Associate Producer .....David Ahlers
Office Manager .....Carl Ritchie
Animation Director .....Carl Fallberg
Art Director .....John Ployardt
Sales Manager.....Hampton W. Howard

Services Offered—TV commercial films and entertainment films to order. Animated TV

EASTMAN FILMS

For Television Use

FOR every television requirement — feature, short subject, support for "live" action, commercials, program records — there's an Eastman Film particularly adapted to the purpose — 35mm. or 16mm. — both picture and sound.

Eastman Motion Picture Films

Distributed by

J. E. BRULATOUR, INC.

Fort Lee, N. J.
LOngacre 5-7270

Chicago 16, Ill.
HArrison 7-5738

Hollywood 38, Calif.
Hillside 6131

commercials and entertainment films to order. Distribution of films to TV stations. Film packagers for TV.

•

Art Reels Co.

510 Cathedral Parkway, 5E New York, N. Y.
Phone: MOnument 6-2271

Producer-Dir.....Stephen L. Sharff
Editor .....Lucille Pelham

Services Offered—TV films and live programs, TV commercials, puppets and stop motion animation.

•

Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.
Phone: ELclid 6-3100

President.....K. W. Lineberry
Vice-Pres. & Prod. Mgr.....Tom R. Curtis
Secy.-Controller.....L. P. Mominee
Advertising Mgr.....H. C. Maloney

Services Offered — Production of 16mm. and 35mm. motion pictures and slidefilms —in color or black and white, with RCA Sound. Complete and modern facilities for all laboratory processing. Mobile sound truck, studio rental facilities. Film vaporating. TV commercial productions.

•

Audio Productions, Inc.

630 Ninth Avenue, New York 19, N. Y.
Phone: COlumbus 5-6771

President.....Frank K. Speidell
Sales Mgr.....Phillips Brooks Nichols
Gen. Mgr.....Herman Roessle
Production Mgr.....P. J. Mooney

Services Offered—Producers of TV commercials and business and educational films —black-and-white and color.

•

Bailey Films, Inc.

2044 N. Berendo, Hollywood 27, Calif.
Phone: OLympia 7209

President .....Albert R. Bailey
Vice-President .....Delmar F. Hancock
Secretary-Treasurer .....Virginia B. Ryder

Services Offered—Have a number of 10-20 minute shorts on animals, children's stories, cartoons, and puppet pictures, documentary films.

•

Basch Radio & Television Productions

(See Program Producers.)

•

Bell International Pictures, Inc.

633 No. La Cienega, Hollywood 46, Calif.
Phone: CR 1-6181

Pres. & Exec. Pro.....Jack Gilson

Services Offered—Television film productions.

Bell Pictures Corp.

630 Ninth Avenue, New York 19, N. Y.
Phone: CIrcle 6-1383

President .....Bert Kulick
Vice.-Pres. .....Lawrence Kulick
Secy.-Treas. .....Frances Frank

Services Offered—Distributors of TV films.

•

Bengal Pictures

15108 Plummer, San Fernando, Calif.
Phone: EMpire 2-1984

Dir. of Photogr'y.Phil. E. Cantonwine, S.S.C.
Research .....Cheri Le Blanc
Director .....Robert Delano
Narration and Story.....Larry Chandler
Narrators .....Perry King, William Udel

Services Offered—TV pictures made to order, TV subjects for sponsors, rent and outright sale.

•

The Bray Studios Inc.

729 Seventh Ave., New York 19, N. Y.
Phones: CIrcle 5-4582-3

President .....J. R. Bray
Vice-Pres. & Secy.....Paul A. Bray
Vice-Pres. & Sales Mgr.....E. F. Stevenson
Treasurer .....M. Bray
Director .....L. G. Lambert
Asst. Production Mgr.....R. N. Chindblom

Services Offered—Producers and distributors of all types of films for TV use including technical animation and cartoons. Owns extensive library of films available for TV.

•

British Information Services

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 6-5100

Dir., Film & Pub. Div.....Thomas Hodge
Asst. Pub. Div.....Dorothy Danish

Services Offered—Rental of educational and documentary sound films.

•

Irving Browning Productions

70 W. 45 St., New York 19, N. Y.
Phone: MUrray Hill 2-7490

Producer-Dir.....Irving Browning
Exec.-Secy.....Hester V. Browning
Film Council-Story Ed.....Marie McCall
Asst. Producer.....Jerry Meistrich
Business Council.....Paul Meistrich

Services Offered—Production of TV film specials, spot news events, human appeal film shorts, dramatic specials. Contract productions. Formally producer for Paramount, Columbia, Universal Pictures, Castle Films, and others.

•

Al Buffington Productions

6711 Sunset Blvd., Hollywood 28, Calif.
Phone: GLadstone 0876

Sales & Program Mgr....Albert B. Buffington
Production Mgr.....James Wilmas

For the Very Finest in

Motion Picture Programming

Use

COMMONWEALTH

MAJOR COMPANY FEATURES

WESTERNS

CARTOONS

SERIALS

COMEDIES

C·F·T INCORPORATED

COMMONWEALTH *Film and Television, Inc.*

723 SEVENTH AVENUE NEW YORK 19, N.Y. Circle 5-6456

Gen. Mgr. Eastern Office..Maurice F. S. Penn
Services Offered—Live package show, both national and local, AM and TV. Filming of commercial film for TV. Making of radio transcriptions.

•

C & G Film Effects Co.

723 Seventh Ave., New York 19, N. Y.
Phone: PLaza 7-4558
Partners.....Hugo A. Casolaro, Milton M. Gottlieb
Services Offered—Titling, spot commercials, animation, optical & trick effects, slide films, black & white or color, 35mm or 16mm.

•

Campus Film Productions

161 Remsen St., Brooklyn 2, N. Y.
Phone: TR 5-6296-7-8
Exec. Pro.....N. Campus
Administrative Assts.....William King, Lee Bobker
Services Offered—Producers of quality motion pictures specializing in sound color films tailored to meet every need and budget. Fully equipped to do synchronized "off-the-air" recordings onto film or disk.

•

Capitol Records, Inc. Broadcast Division

Sunset and Vine, Hollywood 28, Calif.
Phone: Hollywood 9-8171
Sales Manager.....Cliff Ogden
TV Program Director.....Elmo Williams
Transcription Program Dir.....Ken Nelson
Production Manager.....L. A. Robbins
New York Representative.....Gene Milner
Chicago Representative.....Robert Howell
Dallas Representative...William Stubblefield
Services Offered—Producers and Distributors TV Film Programs, Distributors Kinescope TV Programs, Producers and Distributors Transcribed Music Library for TV.

•

Caravel Films, Inc.

730 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 7-6111
President .....David I. Pincus
Services Offered—Industrial and TV films to order.

•

Catholic Movies

1409-79th St., North Bergen, N. J.
Phone: Un 5-7998
Services Offered—A 16mm film library serving Catholic schools, churches, clubs, etc. Religious, educational and entertainment films, also French and Polish films.

Chicago Film Laboratory, Inc.

18 W. Walton Pl., Chicago 10, Ill.
Phone: WH 4-6971
President.....A. G. Dunlap
Vice-Pres. .....Inez Ridgway
Services Offered—Complete production facilities—both 16mm and 35mm—color and black & white. Excellent script, art, animation and our own processing laboratory—Large sound stages—RCA film recording—Music library.

•

China Film Enterprises of America, Inc.

132 W. 43 St., New York 18, N. Y.
Phone: WIsconsin 7-6872
President.....Hsing-Ching Weng
Vice-Pres. .....W. M. Choue Seto
Services Offered—Rent and produce 16mm short films for TV purposes.

•

Choreographers' Workshop

471 Park Ave., New York 22, N. Y.
Phone: PLaza 9-6239
Director.....Trudy Goth
Co-Director.....Patricia Newman
Publicity.....Ruth Kaufman
Services Offered—Live dance programs (all styles) built to order. Children's programs—Educational, etc.

•

Christian Films

625 No. Mansfield Ave., Hollywood 36, Calif.
Phone: YOrk 1783
Prod.-Dir.....Rev. H. K. Rasbach, B.D., A.B.
Dir. of Photography.....Grant H. Stone
Musical Dir.....Eddison Von Ottenfeld
Script Advisor.....Frank Tashlin
Services Offered—Complete radio, TV productions (live or film), third-dimensional animated subjects, recordings and transcriptions; 16mm, 35mm and transcribed recordings of St. Olaf, Hollywood Cathedral Choir, Wartburg Choir, and the Chapel Choir of Capital University.

•

Cineffects, Inc.

115 W. 45 St., New York 19, N. Y.
Phone: CIrcle 6-0951
President .....Nathan Sobel
Secretary-Treasurer.....Isaac Hecht
Services Offered—Special optical effetes, photography of titles, animation, trailers, song reels, slide films, TV presentations in 16 and 35mm. black and white and 16mm. Kodachrome.

•

Cinema Service Corp.

106 West End Ave., New York 23, N. Y
Phone: TR 3-1411
Director.....Joseph Seiden
Sound Eng. (Chief).....M. Dichter

Tailors to the Trade

Drama . . . . ACTORS' STUDIO

Adventure . . FRONT PAGE

Quiz . . . . . CELEBRITY TIME

Audience Participation A COUPLE OF JOES

Come in to

WORLD VIDEO, INC.

15 East 47th Street, New York 17, N. Y.

PLaza 9-3870

for an immediate fitting

Camera Dept. (Chief).....H. H. Seiden
Prod. Supervisor.....H. Bloom
Electrical Dept.....James Pratt
Construction Dept.....Lloyd Ritter
Editing Dept.....Ruth Gordon
Script Dept.....Matilda Blumberg
Sales .....M. Gordon
Services Offered—Complete studio with both 35mm and 16mm camera and sound equipment. Also lighting and location facilities.

●

Cinecraft Productions, Inc.

215 Franklin Ave., Cleveland 13, Ohio
Phone: Superior 2300
President.....Ray Culley
Services Offered—16mm motion pictures produced in any length for TV use.

●

Cineffects, Inc.

115 W. 45th St., New York 19, N. Y.
Phone: CIrcle 6-0951
Manager .....Nathan Sobel
Services Offered—TV films.

●

Cinema Studios, Inc.

106 West End Ave., New York 23, N. Y.
Phone: TRafalgar 3-1411
President .....Joseph Seiden
Services Offered—TV film production.

●

Cinemart, Inc.

(See Program Producers.)

●

Cinetel Corp.

119 W. 57th St., New York 19, N. Y.
Phone: JUdson 2-4813
President .....Ed Woodruff
Services Offered—TV films.

●

Cine-Tele Productions

1161 N. Highland Ave., Hollywood 28, Calif.
Phone: HIllside 7475
Producer .....Harry J. Lehman
Secretary .....Jacues Lehman
Cameraman .....Danny Rouzer
Services Offered—Commercial TV educational and sport productions. One minute semi-animation spots. Production supervision and sound services.

●

Cineque Laboratories, Inc.

424 E. 89th St., New York 28, N. Y.
Phone: SAcramento 2-4894
Contacts.....Sam Marcus, Oscar Fagin
Services Offered—24 hr. processing 16 and 35 mm. b. & w. color film; special 2 to 4 hr. service.

Cinescope Films

42-45 160th St., Flushing, N. Y.
Phone: FLushing 8-1935
President .....George L. George
Services Offered—Industrial, documentary, theatrical and TV films to order.

●

Geo. W. Colburn Laboratory Inc.

164 No. Wacker Dr., Chicago 6, Ill.
Phone: STate 2-7316
President.....George W. Colburn
Secretary-Treas.....John E. Colburn
Services Offered—16mm film technical and laboratory services. Photography, processing, edge-numbered work prints, editing and conforming, sound recording, re-recording, titling, animation, printing.

●

Colonial Films

2118 Massachusetts Ave., N.W.,
Washington, D. C.
Phone: Adams 8101
Exec. Director.....Harold L. Lassiter
Services Offered—TV films, newsreels.

●

Commonwealth Film & Television, Inc.

723 Seventh Ave., New York 18, N. Y.
Phone: CIrcle 5-6456
President.....Samuel Goldstein
Treasurer.....M. D. Sackett
Sales Manager.....Jerome Hyams
Services Offered—Film—Packages of features, Westerns, serials and short subjects.

●

Courneya Productions

1566 No. Gordon St., Hollywood 28, Calif.
Phone: Granite 5920
Owner-producer.....Jerry Courneya
Manager.....Harry C. Hedger
Scripts—narrations.....Daws Butler
Publicity.....Bud Testa
Services Offered—Novelty shorts, commercials. We are in contract with the "World Jungle Compound" and specialize in wild animal films of all kinds. Several program series are under way. We make "sponsor tailored" pictures.

●

Crafton Brothers, Inc.

3303 W. Lawrence Ave., Chicago, Ill.
Phone: Juniper 8-0396
President .....David M. Crafton
Services Offered—TV stills, shorts and commercials.

●

Crystal Pictures, Inc.

1564 Broadway, New York 18, N. Y.
Phone: PLaza 7-1530
Services Offered—TV films, rentals.

There Is No Substitute For Know-How

With the knowledge that television is becoming one of the top industries of our time, we have formed this corporation with men who have the experience, integrity and the know-how of producing films and live shows for the television industry.

Having carefully watched all television programming for the past four years, we have come to the conclusion that television is only as good as its programs and, for this reason, the television industry will have to stop using old, dated films and old-time vaudeville. In order for television to grow, many new ideas, both in films and live shows, will have to be carefully planned and produced by men with the know-how.

Television is going through its growing pains the same as we had in the early stages of motion pictures, legit theatre and vaudeville, and for this reason, we feel that our organization is best suited to fill the very real television need.

If you have a programming problem, we invite you to take advantage of our years of know-how.

EARLE W. HAMMONS
President

CHARLES L. CASANAVE
Treasurer

NEIL F. AGNEW
Vice-President

ROBERT M. SAVINI
Vice-President

T. NEWMAN LAWLER
Secretary

LION TELEVISION PICTURES CORPORATION

1501 BROADWAY, NEW YORK 18, N. Y. • PE. 6-1780

D. P. M. Productions, Inc.
55 W. 45 St., New York 19, N. Y.
Phone: LUxemburg 2-4354
President.....Dorothy P. Maulsby
Secretary-Treas. .....Helen Rosenfeld
Production Mgr.....Maurice T. Groen
Cameraman.....Earl B. Brink
Narrator .....Peter Allen
Services Offered—Producers of 16mm. sound films, black and white or color, chiefly for foreign governments showing their countries, people, etc. Originators and producers of "SCENICALS" (trade mark), 3 and 4 minutes short fillers for TV use.

•

De Frenes Co.
1909 Buttonwood St., Philadelphia 30, Pa.
Phone: RIttenhouse 6-1686
President.....Joseph De Frenes
Services Offered—Production of 16mm. & 35mm. films, black & white, color. Full studio facilities & sound stage. RCA Licensees cartoons, animation.

•

Delbridge & Gorrell
301 Fox Theatre Bldg., Detroit 26, Mich.
Phone: Woodward 3-6990
Manager .....Bill O'Halloran
Services Offered—TV films.

•

Joseph Dephoure Studios
1018 Commonwealth Ave., Boston 15, Mass.
Phone: LO 6-1499
Owner .....Joseph Dephoure
Services Offered—Producers of TV Films, Spot Commercials, Animation, Printing 16 mm) and Processing.

•

Depicto Films, Inc.
254 W. 54th St., New York 19, N. Y.
Phone: COlumbus 5-7621
President .....John Hans
Vice-President .....Ladson Butler
Associate Producer .....Murray Knowlton
Asst. to Pres., Chg of Prod.....Jack Lane
Services Offered—Complete commercial and TV film, slidefilm and slide production, including art, writing, visualizing, animation, location and studio shooting.

•

Sherman H. Dryer Productions
57 W. 58th St., New York 19, N. Y.
Phone: PLaza 5-5998
Owner .....Sherman H. Dryer
Services Offered—TV films.

•

Jean Du Bois Motion Pictures
927 21st St., Denver 2, Col.
Phone: East 8122
Owner .....Jean M. F. DuBois
Services Offered—TV film production.

Dudley Pictures Corp.
9908 Santa Monica, Beverly Hills, Calif.,
Phone: CR 1-7258
501 Madison Ave., New York, N. Y.
Phone: EL 5-1076
President .....Carl Dudley
Secy.-Treas. .....Gene Barnes
Prod. Dept.....Leo Pepin
Writer-Producer .....Herman Boxer
Camera Dept.....Edward Hutton, Edwin Olsen, Keith Covey, Ed Drews
Editing Dept.....Wm. Faris, Norman Suffern, Ernest Flook
Printing Dept.....Joe Rave, Manuel Chaidez
Services Offered — Producers of commercial, theatrical and TV films — Releasing "This Land of Ours" and "This World of Ours" series through NBC-TV.

•

Eastern Studios
3460 32nd St., Astoria, N. Y.
Phone: RAvenswood 6-4787
Manager .....R. V. Pollock
Services Offered—TV film productions.

•

Emerson Film Corp.
c/o Republic Studios
4024 Radford Ave. No. Hollywood, Calif.
Phone: Sunset 2-1121
Producer-Director .....Walter Colmes
Assoc-Producer, Film Editor....Jason Bernie
General Sales Manager.....William Norins
Writer .....Louis Alan
Cameraman .....Walter Strenge
Services Offered—Complete production for TV, Educational, and Feature Films. Primarily concerned with more elaborate type of production in each category. Currently producing films for Encyclopeadia Britannica Films.

•

Endorsements, TV
299 Madison Ave., New York 17, N. Y.
Phone: MU 2-1431-2-3
President .....Hazel F. McCabe
Vice-President .....Jules Alberti
Secretary-Treasurer ....Dr. Harold S. Wadro
Services Offered—Endorsements and testimonials lie and film for TV.

•

Excelsior Pictures Corp.
723 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6157
President .....Walter Bibo
Services Offered—Rent various features and shorts.

•

Fair Deal Motion Picture Ser.
2040 Chatterton Ave., New York 61, N. Y.
Phone: TAlmadge 9-6728
Owner & President.....Louis D. Colson
Secy.-Treas. .....Conceta Colson

The Tee Vee Co.

A UNIQUE FILM PRODUCTION ORGANIZATION

—•—

BEVERLY HILLS, CALIF.

170 SO. BEVERLY DRIVE

CRestview 5-1076

Sales Offices:

211 SO. BEVERLY DRIVE

New York Offices:

150 EAST 52nd STREET

PLaza 3-1030

Services Offered—We offer package film shows—short subjects & specialize in religious films for TV use.

•

Jerry Fairbanks, Inc.

6052 Sunset Blvd., Hollywood 28, Calif.
Phone: Hudson 21101

Pres. & Exec. Prod.....Jerry Fairbanks
Chm., Bd. of Dir.....Frank E. Mullen
V.-P. Chg. Sales & Dis.....Russ Johnston
Midwestern Sales Dir.....B. N. Darling
Pacific Coast Sales Dir.....Nat Winecoff
U. Y. Office Mgr.....Robert Lawrence
Production Mgr.....Glenn Miller
Dir., Scenario Dept.....Lou Lilly
Dir., Music Dept.....Edward Paul
Dir., Casting Dept.....Ken Dyson
Dir., Publicity Dept.....Reavis Winckler
Dir., Animation Dept.....Manny Gould

Services Offered— Producers and distributors of film made especially for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; NBC tele film programs; package programs for networks, agencies, and for stations for local sponsors.

•

Federated Television Productions, Inc.

41 E. 41 St., New York 17, N. Y.
Phone: MUrray Hill 2-7125

President.....Hubert V. Chain
Vice-Presidents.....Box Dixon, William Haussler
Secretary .....Robert Bell
Treasurer.....John Nickerson III

Services Offered—Custom built video film programs and commercials—filmed in our own studios with our own equipment—sound and cameras. Syndicated film series.

•

Paul J. Fennell Co.

1159 N. Highland Ave., Hollywood 38, Calif.
Phone: Gladstone 1657
40 E. 40 St., New York 16, N. Y.
Phone: MUrray Hill 9-4268

President-Dir.....Paul J. Fennell
Technical Dir.....John E. Burks
Eastern Rep.....Milton R. (Mickey) Dubin

Services Offered—Specialty—Films for TV with emphasis on Animation.

•

Filmeffects of Hollywood

1153 No. Highland Ave., Hollywood 38, Cal.
Phone: HO 9-5808

General Manager .....Gilbert R. Scott

Services Offered—16 and 35mm. color and b. & w. optical printing services, lap dissolves, fades, montages, wipes and other special photographic effects; blow-ups, reductions, TV film production services.

Film Equities Corp.

1501 Broadway, New York 8, N. Y.
Phone: LOngacre 4-8234

President .....Irvin Shapiro
Secretary .....A. Exelberth
Treasurer .....Martin Mermelstein
TV Director .....C. Lazar

Services Offered—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities.

•

Film Makers, Inc.

1600 Broadway, New York 19, N. Y.
Phone: REgent 7-7549

President .....J. H. Lenauer

Services Offered—TV film production.

•

Films For Industry, Inc.

135 W. 52 St., New York 19, N. Y.
Phone: PLaza 3-2800

Vice-Pres. in Chg. Prod....Brewster Righter

Services Offered—TV packaging, commercials, sound studios, animation, stop motion.

•

Films of the Nations, Inc.

55 W. 45 St., New York 19, N. Y.
Phone: LUxemburg 2-4355

Pres. & Exec. Dir.....Maurice T. Groen
Vice-Presidents.....Henry M. Moolman, Birger Nodrholm
Treasurer.....Joseph P. Bourdrez
Secretary .....William Rosenfeld

Services Offered—Producers and distributors of 16mm. sound films, color or black and white, featuring films made for foreign governments, showing their countries, people, industries, handicrafts, history and culture.

•

Larry Finley Productions Inc.

8983 Sunset Blvd., Hollywood 46, Calif.
Phone: BR 2-5841

President .....Larry Finley
Producers.....Larry I. Kolpack, David Sievers, Mary Secher
Musical Director.....Nat Brusiloff

Services Offered—Filmed TV programs, also commercial TV films.

•

Five Star Productions

6526 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-5280

Exc. Producer.....Harry Wayne McMahan
Production Dir.....Chet Glassley
Technical Dir.....Taylor Byars
Animation Dir.....Howard Swift
Casting .....Judy McMahan
Props .....Frank Tompkins
Secretary-Treas.....Bernice C. McQuown

Services Offered—In business ten years, Five Star Productions work in the five audio-

visual fields; Radio Productions ("Sons of the Pioneers," "Barnyard Jamboree" transcribed); motion pictures—short subjects and institutional commercials; TV film spots (40 per cent of all local and regional advertisers); slide films and animatic films.

•

Flory Films, Inc.

303 E. 71 St., New York 21, N. Y.
Phone: REgent 4-0862

President & Secy.....John Flory
Vice-Pres. & Treas.....Elizabeth H. Flory
Film Editor.....Matilda P. McComas
Distribution Mgr.....Janet Thorpe
Production Mgr.....Morris Cooper
Camera Dept.....Jack Holmes
Set Designer.....Mordi Gassner
Scenario Dept.....Katherine Coldwell

Services Offered—Producer & distributor of motion pictures, slidefilms, and slides for use in advertising, education, training, public relations, and television. Recording, package programs, TV live and film programs. Studio rental facilities.

•

Hardie Frieberg Television Enterprises, Inc.

270 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-0230

President .....Hardie Frieberg

Services Offered—Program production, talent, live and film TV programs.

•

F. W. Gabourie & Associates

RCA Bldg., Suite 309, 1558 N. Vine St.,
Hollywood 28, Calif.
Phones HUdson 2-7321

President.....F. W. Gabourie, Jr.
Vice-President .....Tom Meier
General Manager.....John Ward
Bus. Rep.....Vance Van Dine

Services Offered—Producers and consultants for TV film and live productions. Special effects engineers.

•

Gainsborough Associates

(See Program Producers)

•

Gallagher Films

113 S. Washington St., Green Bay, Wis.
Phone: Adams 2554

President .....J. C. Gallagher

Services Offered—TV film production, recording.

•

William J. Ganz Co.

40 E. 49th St., New York 17, N. Y.
Phone: ELdorado 5-1443

President .....William J. Ganz
TV Consultant & Producer.....Paul Alley
Chg. of Production.....E. J. Spiro
Chg. of Distribution.....Herbert Dietz
Office Manager.....Jean Pomerance

Services Offered—Producers of motion pictures, slide films and films for TV, theatrical and non-theatrical audiences. Also, distributors of motion pictures through The Institute of Visual Training.

•

General Business Films, Inc.

565 Fifth Ave., New York 17, N. Y.
Phone: PLaza 5-4346

President .....William Van Praag
Vice-President .....Otto H. Sutter
Secretary .....Philip De Mum
Head of Story Dept.....Bert Lawrence
Sales Mgr. .....Arthur Otto
Package Dept. .....W. Robert Woodburn

Services Offered—Industrial films, slide films, TV commercials.

•

General Film Production Corp.

25 W. 45th St., New York 19, N. Y.
Phone: LUxemburg 2-1700

Manager .....Elbert S. Kapit

Services Offered—TV films, rentals.

•

General Television Corp.

1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234

V.-P. & Treasurer....Robert H. Wormhaudt

Services Offered—Educational shorts, nature study shorts.

•

Gibraltar Pictures, Inc.

1041 N. Formosa Ave., Hollywood 46, Calif.
Phone: Granite 5111

Manager .....Albert Rogell

Services Offered—TV films.

•

Ogden Goelet

9421 Wilshire Blvd., Beverly Hills, Calif.
Phone: Hollywood 9-5111

Owner .....Ogden Goelet

Services Offered—TV films.

•

Jack Goetz

1790 Broadway, New York, N. Y.
Phone: CO 5-1776

Owner .....Jack Goetz

Services Offered—Lab. service for all TV requirements. Produce program shorts and trailers.

•

Grant-Realm Productions

8822 W. Washington Blvd., Culver City, Calif.
Phone: Texas 0-2761

Manager .....Norman Elzer

Services Offered—TV film production.

Guerin Enterprises, Inc.

427 N. Euclid Ave., St. Louis 8, Mo.
Phone: Rosedale 5592

President.....Fort B. Guerin, Jr.
Secy.-Treas.....W. M. Morris
Vice-President.....Thomas J. Shands

Services Offered—16mm. motion pictures, sound and silent, slide and strip films, transcriptions recordings.

•

Hack Productions

535 N. Laurel Ave., Los Angeles 48, Calif.
Phone: WAlnut 2068

Owner .....Herman Hack

Services Offered—This series features The Frontier Parson, Herman Hack. They are youth program films, mostly for churches and schools. They are sold on lease fee and the rentals are handled by Film Rental Libraries. TV write for details.

•

Les Hafner & Co.

3 E. 57th St., New York 22, N. Y.
Phone: PLaza 3-4840

Partners...Les Hafner, Charles F. Vetter, Jr.

Services Offered—Producing unit of Motion Picture Stages, Inc.; films for TV and theatrical release.

•

The Jam Handy Organization

2821 E. Grand Blvd., Detroit, Mich.
Phone: Madison 2450

Contact .....William Murray

Services Offered—Producers of commercial films and spots; industrial films, slide films, sales training programs.

•

Hannum Television Productions

567 Seventh Ave., New York 18, N. Y.
Phones: CH 4-3447, LA 4-4652

President .....Bob Hannum
Script Editor.....Georgette Carneal
Production Mgr.....Ralph Porter
Casting Dir.....Shaque Hampar
Fashion Coordinator.....Lillian Ross

Services Offered — TV program production, film production, film and animated commercials, TV Art Service for commercials, titles, sets, and production design.

•

Hathen Productions

246 S. Van Pelt St., Philadelphia, Pa.
Phone: Locust 7-0126

Manager .....Stanley P. Hathen

Services Offered—TV films production, rentals.

•

Hawley-Lord, Inc.

61 W. 56 St., New York 19, N. Y.
Phone: CIrcle 7-2444

President.....Andre Lord
Secretary-Treas. .....Gordon Shadwick

Services Offered — One reel sports and nature study short subjects available for TV rental.

•

Hayes-Parnell Productions, Inc.

60000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-4584

Pres. & Gen. Mgr.....Sam Hayes
Vice-President.....Parnell S. Billings
Secretary-Treas. .....Hazel Thornton

Services Offered—Producers of 15-minute short subjects for television on 16mm. film. Currently marketing "A Family Quiz."

•

Leslie Helhena

932 N. La Brea Ave., Hollywood 38, Calif.
Phone: GRanite 3174

Owner-Producer.....Leslie Helhena

Services Offered — Complete production facilities for filming spot announcements, open end commercial and entertainment films.

•

Hile-Damroth, Inc.

320 Broadway, New York 7, N. Y.
Phone: WO 4-2478

Executive .....Nancy Hyatt

Services Offered—One-minute video commercials utilizing "Black Magic Board" or semi-animation.

•

Hollywood Film Enterprises, Inc.

6060 Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 2181

President.....Thomas H. Emmett
Vice-President .....Mitchel Haber
General Manager.....Mickey Kaplan
TV Film Rentals, Laboratory Prod. &
Film Printing Problems.....T. H. Emmett

Services Offered—Dependable, efficient laboratory service for over 40 years. Sparkling quality developing and printing. Speedy service large or small orders, 100 feet or 1,000,000 feet. Hundreds of ready made subjects that will entertain any TV audience.

•

Hollywood 35 mm Film Co.

1626 No. Wilcox Ave., Hollywood 28, Calif.
Phone: HIllside 7191

Partners.Ben Teitelbaum, Harry Teitelbaum

Services Offered—Suppliers of reels, cans, shipping cases and motion picture supplies and equipment.

•

Paul Hoefler Productions

612½ So. Ridgeley Dr., Los Angeles 36, Calif.
Phone: WHitney 9045

Producer .....Paul L. Hoefler
Business Manager.....E. M. Bennett
Secretary .....H. Sterling

Services Offered Furnish one and two reel films of adventure, travel and special interest topics through our New York agent.

•

West Hooker Telefeatures, Inc.

2 W. 46 St., New York 19, N. Y.
Phone: JUdson 2-3026

President .....West Hooker
Executive Vice-Pres.....E. T. Kenner, Jr.
Administrative Vice-Pres. & Sales Mgr.....Wayne T. Wirth
Vice-Pres. & Account Exec..James H. Elkins
Production & Casting Dir.....Violla Rubber
Prod. Mgr.....Keith Thomas
Account Executive.....Richard Brill

Services Offered — Complete Package Shows. Live and Film Kinescope. Also open-end films.

•

Harry O. Hoyt Productions

2543 Kelton Ave., Los Angeles 64, Calif.
Phone: Brighton 0-4757

President .....Harry O. Hoyt

Services Offered—TV film production, package programs, script, program production.

Ted Hudes Radio & Video Productions

(See Program Producers)

•

Lucille Hudiburg Productions

131 E. 51 St., New York 22, N. Y.
Phone: EL 5-3508

Producer .....Lucille Hudiburg
General Manager.....Walter Keane
Free-Lance Comm. Artist.....George Keegan

Services Offered—Complete packages including: "Variety," "Drama," "Participation," "Fashion," and Puppet Shows. We also are TV and radio consultants and make films on assignment. Have a group of writers and a song writing unit available for other shows. Our puppet show "Peggy And Mr. Sniffin," is currently on WJZ-TV each Saturday 2:05 P.M.

•

Imagineering Assoc., Inc.

1030 N. McCadden Pl., Hollywood 38, Calif.
Phone: Hollywood 9-8777

Manager .....Ronald F. Kennard

Services Offered—TV commercial films.

•

Impact TV Films

1153 N. Highland Ave., Hollywood 38, Calif.
Phone: Hollywood 9-5808

Mr. Producer
IF IT'S SOUND IN THE EAST ... IT'S REEVES

That's the opinion of hundreds of producers using Reeves facilities.

REEVES SOUND STUDIOS, INC.
304 EAST 44th STREET • NEW YORK 17, N. Y. • OREGON 9-3550

The Largest Sound Service Organization in the World.

RCA Licensee

Western Electric Licensee

Manager .....Albert W. Hellenthal
Services Offered—TV film production.

•

Imppro Inc.

Hal Roach Studios, Culver City, Calif.
Phone: Te 0-4525
President.....Herbert L. Strock
Vice-President .....Kenneth Herts
Secretary-Treas. .....Stanley Nass
Services Offered—Packagers of both live and film TV programs from one minute commercials to one hour shows. Producers of "The Eddie Drake" half-hour TV shows for CBS.

•

IMPS, Inc. International Movie Producers' Service

515 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-6620
President, Producer, Dir.....Ben Gradius
Supervising Editor.....Jean Oser
Production Supervisor.....Walter Sachs
Services Offered—IMPS produces documentary, commercial TV spots, and industrial films. We also maintain complete writing, editing, and production staff which can be used by sponsor who in turn acts as producer.

International Film Foundation, Inc.

1600 Broadway, New York 19, N. Y.
Phone: CI 6-9438
Executive Dir.....Julien H. Bryan
Associate Dir.....R. E. Blackwell
Services Offered—(1) Production of documentary films, (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

•

International Geographic Pictures

1776 Broadway, New York 19, N. Y.
Executive-Pres.....J. Allen Julier
Services Offered—Producers of educational motion pictures.

•

International News Service

235 E. 45 St., New York, N. Y.
Phone: MU 7-8800
Mgr. INS-INP TV Dept.....Robert H. Reid
Services Offered—Daily and weekly newsreels.

•

International 16mm. Corp.

(See Program Producers)



W. K. HEDWIG

Your Assurance of

QUALITY

Because of the sound foundation on which the name of HEDWIG has been built, the trade may be assured of integrity and dependability.



G. W. HEDWIG

FILMS FOR TELEVISION

SOUND AND SILENT FILMS IN 35MM AND 16MM

Telecast's selection includes dramas, sports, musicals, travel, cartoons, comedies, religious, short and feature subjects and educational studies.

INFORMATION AND PRICES ON REQUEST

TFI-TV* *TELECAST FILMS INC.

112 W. 48th Street New York 19, N. Y.
JUdson 6-5480

International Tele-Film Productions, Inc.

331 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7306
President .....Paul F. Moss
Services Offered—TV live and film package shows, recordings, talent.

•

Jason Comic Art

1860 Broadway, New York 23, N. Y.
Phone: JUdson 6-4280
Director .....Leon Jason
Services Offered—TV film, production, talent.

•

Junior Programs, Inc.

22 Lawrence St., Newark 5, N. J.
Phone: Market 3-0770
Pres. & Exec. Dir.....Dorothy L. McFadden
Asst. Director.....Cecile Sherman
Services Offered—Package shows for family and children's audiences, also scripts, and consultant service for TV.

•

Bernard E. Karlen Productions

475 Fifth Ave., New York 17, N. Y.
Phone: MU 4-6303
Producer.....Bernard E. Karlen
Services Offered—Package program, both film and live. Production consultant, supply film clips for intergrated shows, commercials and scripts.

•

Victor Kayfetz Productions

130 E. 56 St., New York 22, N. Y.
Phone: MUrray Hill 8-1707
Executive Prod.....Victor F. Kayfetz
Staff Director.....Col. Ilia Tolstoy
Sales Manager.....John D. Flanagan
Prod. Consultant.....Rudy Vallee
Story Dept. Dir.....Elliott Curtiss
Services Offered—Victor Kayfetz Productions produces motion pictures: TV program series, TV program films (filler material), TV commercial spot films. We own complete 16mm. and 35mm. production equipment and are staffed by experienced film, stage, and radio personnel.

•

Herbert Kerkow, Inc.

480 Lexington Ave., New York 17, N. Y.
Phone: ELdorado 5-5635
President .....Herbert Kerkow
Services Offered—TV films.

•

Killingsworth TV Productions, Inc.

(See Program Producers)

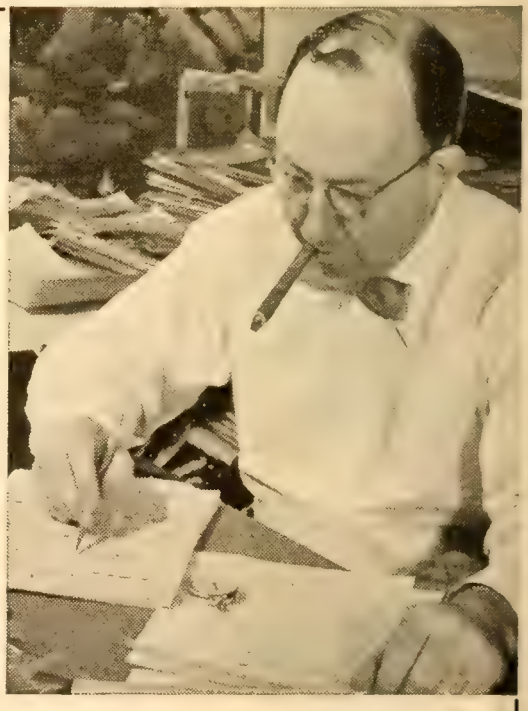
Paul Alley

Writer, Editor, Commentator

[*20 years with Paramount; MGM-News of the Day; NBC Television*]

MOTION PICTURES

TELEVISION COMMERCIALS



William J. Ganz Co. **40 EAST 49TH ST. NEW YORK, N. Y.**

Walter E. Kline & Associates

8445 Melrose Ave., Hollywood 46, Calif.
Phone: Webster 6156
Head of Firm.....Walter E. Kline
Executives.....Gordon C. Maclean, Fred W. Kline
Services Offered — Advertising, publicity public-relations.

•

Kling Studios, Inc.

601 N. Fairbanks Court, Chicago 11, Ill.
Phone: Delaware 7-0400
President .....Robert Eirinberg
Vice-President .....Lee Blevins
Executive Producer.....Jack H. Lieb
TV Director .....Fred Niles
Services Offered—Complete production of TV commercials, film package shows TV. Services include full recording facilities, 35mm. & 16mm. production, black-and-white, or color, and animation. Also, complete production of industrial and educational motion pictures, including creative writing.

•

Knickerbocker Productions, Inc.

1600 Broadway, New York 19, N. Y.
Phone: CIrcle 6-9850
President.....Howard A. Lesser
Vice-President.....Mary Morrissey
Secy.-Treas.....Harold M. Manser
Services Offered—Producers of all types of motion pictures for screen and TV.

•

Albert Lang Productions Inc.

6652 Sunset Blvd., Hollywood 28, Calif.
Phone: GL 7610
President & Gen. Mgr.....Albert E. Lang
Secretary & Treasurer.....Olga Haney
Production-Director .....R. Garde Ballou
Production-Research .....John Frank
Services Offered—Complete TV film service. Writing, producing, distributing TV commercial films. Shows packaged and exploited "live" or filmed. Radio-TV programs transcribed and packaged. National distribution service.

•

Larsen Television Picture Corp.

Studios: 3177 N. Broadway, Chicago 14, Ill.
Phone: GRaceland 7-2673
Pres., in Chg. of Prod....Wm. Burton Larsen
Secretary .....L. Z. Larsen
Treasurer .....F. Wallace
West Coast Producer.....Seth B. Larsen
Services Offered—We create and produced

☆ *Foremost Television Spot Commercials* ☆

ANIMATION HOUSE, Inc.

535 MAIN STREET NEW ROCHELLE, N. Y.

New Rochelle 2-8184

Live Action	Story-boards	Black & White
Animation	Scripts	Color
Stop-motion	Layouts	35mm. or 16mm.

Industrial ☆ Educational ☆ Motion Pictures Theatrical ☆

Eddie Rehberg, Executive Director

20 second and one minute TV commercials, 15 minute Interview shows, films of complete shows, syndicate TV film spots and sales promotion industrial films in color.

•

Julian Lesser Programs

9336 W. Washington Blvd., Culver City, Calif.
Phone: Texas 0-2931

Manager .....Julian Lesser
Services Offered—TV films.

•

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.
Phone: Hillside 7287

Producer-Director .....Gene Lester
Chg. of Tech. Personnel.....John S. Nash
Comptroller Office Mgr.....Charles O. Cross
Services Offered—Production of all types of commercials. Program packaging. Also offer technical services to other producers.

•

Libra Film Distributors & Producers

6525 Sunset Blvd., Hollywood 28, Calif.
Phones: Gl 7960, HE 1161

Vice-Pres. In Chg. Prod....Charles M. McCoy
Secretary-Treas.....Miss Loy Lester
President.....Donald A. Peters
Exec. Director.....William Martin
Exec. Producers.....William G. Troiano, Charles P. Mandell, Ben Wetzler
Services Offered—Extensive TV film distribution, complete professional production facilities including all phases of technical, advertising education, public relations technique. We have available several live show series also.

•

Lieb-Brotman Studio

14 W. 58th St., New York 19, N. Y.
Phone: PLaza 3-9355

Manager .....Leo Lieb
Services Offered—TV films.

•

Lion Television Pictures Corp.

1501 Broadway, New York 18, N. Y.
Phone: PEnnsylvania 6-1780

President.....E. W. Hammons
Vice-Presidents.....Neil F. Agnew, Robert M. Savini
Treasurer.....Charles L. Casanave
Secretary.....T. Newman Lawler
Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

PRODUCERS OF BETTER FILMS

...at Video Varieties—from script to finished print—responsibility is never divided

Many elements are required to make films good enough for growing television audiences. Each of them requires responsibility of the producer.

Video Varieties emphasizes responsibility with adequate experience, enough trained manpower, sufficient capital, and modern facilities.

That's why we have directors, script writers, set designers and constructors, cameramen, sound and studio technicians, and editors on our own payroll.

WE own and operate 18-year-old **WEST COAST SOUND STUDIOS** with its experienced manpower and complete facilities.

We solicit your inquiry on the production of any film. Phone, write, wire, or call in person.

VIDEO VARIETIES CORPORATION

41 EAST 50th STREET, NEW YORK 22, N. Y. • MUrray Hill 8-1162
Studio—510 West 57th St., New York

SYMBOL OF VV RESPONSIBILITY

TELEVISION PROGRAM FILMS • • TELEVISION COMMERCIALS
BUSINESS MOVIES • • SLIDE FILMS

Bob Loewi Productions, Inc.

(See Program Producers)

•

Loucks-Norling Studios

245 W. 55 St., New York 19, N. Y.
Phone: CO 5-6974

Partners.....A. H. Loucks, J. A. Norling

Services Offered — Produce TV commercials—live action photography, cartoon animation, stop motion and special effects.

•

Mannon Sound Stages

112 W. 89 St., New York, N. Y.
Phone: TR 3-1800

General Studio Mgr.....George Orth
Chief Elec.....Joe McGuiere
Sound Eng.....Bories Sarratoris

Services Offered—Sound studios for rental for TV pictures.

•

Master Motion Pictures Co.

50 Piedmont St., Boston, Mass.
Phone: HA 6-3592

President .....Maurice Master
Studio Mgr.....Wilbert Hanson
Production Mgr.....Irving Ross

Services Offered—Industrial film producer, TV film commercials, film processing 16mm. and 35mm. film.

•

McCollum Picture Productions

4557 Produce Plaza, Los Angeles 11, Calif.
Phone: Jefferson 8255

Producer .....J. L. McCollum

Services Offered—TV film production, talent, scripts, recording.

•

Mercury International Pictures, Inc.

1415 Coast Blvd., Corona del Mar, Calif.
Phones: Harbor 1212; Zenith 6009, L.A.

President .....V. E. Ellsworth
Vice-President .....David L. Monahan
Secretary .....G. C. Cable
Treasurer .....Beatrice A. T. Medes

Services Offered—Complete production of films for television from script to final print including mediums of animation, puppet animation, live action, live sound in 16mm and 35mm.

•

Michael-Alan Productions

3724 Muirfield Rd., Los Angeles 16, Calif.
Phone: AXminster 16154

Most Modern, Up-to-Date Studios, Completely Equipped

LIP-SYNC SHOOTING

1750 sq. ft. stage area, lighting equipment, stock sets, flats and props, dressing rooms.

Control Room, 16mm Maurer Recording Channels & Re-Recording Facilities, Fairchild sync-disc recorders & playbacks.

COMPLETE PRODUCTION CREW • MAURER CAMERA EQUIPMENT
ALL SHOOTING ACCESSORIES

Serving: Colgate-Palmolive-Peet, Viceroy Cigarettes, Barbasol

MANNON SOUND STAGES

GEORGE ORTH
Gen. Mgr.

112 WEST 89th STREET, NEW YORK, N. Y. TRafalgar 3-1800

President .....Michael A. Stensvold
Prod. Mgr.....Alan Stensvold
Services Offered—Production and distribution of 16mm entertainment, educational, industrial and commercial films for TV, schools and industry.

•

Michigan Film Library

19144 W. McNichols Rd., Detroit 19, Mich.
Phone: KE 2-5554
Owner.....Alban J. Norris Sr.
Services Offered—Rental of religious subjects suitable for TV particularly a complete feature length version in complete sound and music of the life and crucifixion of Christ. TITLE—GOLGOTHA. Complete international copyright owned by Albany J. Norris Sr., and all rights for reproduction or use prohibited. Some subject also available under title ECCE HOMO (Behold the Man). Same also held under exclusive copyright and all TV and others rights reserved under international copyright.

•

Victoria Mix, Inc.

356 S. Roxbury Dr., Beverly Hills, Calif.
Phone: Crestview 6-1276
Manager .....Victoria Mix
Services Offered—TV films.

Carlton E. Morse Productions

1500 N. Vine St., Hollywood 28, Calif.
Phone: Hollywood 9-6161
Manager .....Carlton E. Morse
Services Offered—TV film programs, production.

•

Motion Picture Productions Inc.

(See Program Producers)

•

Motion Picture Stages, Inc.

3 E. 57th St., New York 22, N. Y.
Phone: PLaza 3-4840
President .....Les Hafner
V.-P., Treas. .....Charles F. Vetter, Jr.
Secretary .....Gerald Margolis
Sales Dir.....Martin L. Scott
Asst. Sales Dir.....Rosalind Stevens
Tech. Supervisor.....Victor H. Komow
Services Offered—Studio subsidiary of Hafner-Vetter.

•

Movie Advertising Bureau

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-3717
Manager .....J. F. Barry
Services Offered—TV films.

THE PRODUCERS' AID

Cinetfects

INCORPORATED

115 WEST 45th STREET NEW YORK (19), N. Y.

PHONE: CIrcle 6-0951-2-3-4

A COMPLETE SERVICE

TECHNICAL AND CARTOON ANIMATION

BLACK and WHITE or COLOR — 16 or 35 mm

FOR

TELEVISUAL, THEATRICAL AND NON-THEATRICAL PRODUCTIONS

SPECIAL EFFECTS

MAPS . . . INSERTS . . . ART TITLES

SLIDE FILMS . . . 35 mm KODACHROME DUPLICATIONS

Murphy-Lillis Productions, Inc.

59 Park Ave., New York 16, N. Y.
Phone: MUrray Hill 6-2142

President .....Owen Murphy
Vice-Pres. & Treas.....James M. Lillis
Production Chief.....Joseph V. Nobel
Sales Director.....Morton McConnachie
Film Editor.....Joseph Josephson

Services Offered—Complete motion picture production services; Commercial, advertising, and institutional films especially made for TV; Scripts, photography art and animation facilities; Special package entertainment shows, live and film.

•

Nassour Studios

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 9-7381

Vice-President .....Edward Nassour

Services Offered—TV film programs.

•

Nation Wide Television Corp.

1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234

President .....Irvin Shapiro
Secretary .....A. Exelberth
Treasurer .....M. Mermelstein
TV Director.....Robert H. Wormhaudt

Services Offered—Feature films, streamliners.

•

Nelson Productions, Inc.

(See Program Producers)

•

Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.
Phone: CIrcle 5-5147

Director .....Ted Nemeth

Services Offered—TV films.

•

Nestor Productions Inc.

7904 Santa Monica Blvd., Los Angeles 46, Cal.
Phone: HE 0582

President .....Hal Chasnoff
Secty.-Treas. .....Milton Katz

Services Offered—TV commericals, live or animated. Industrial and educational films to order. Complete service, script to finished print.

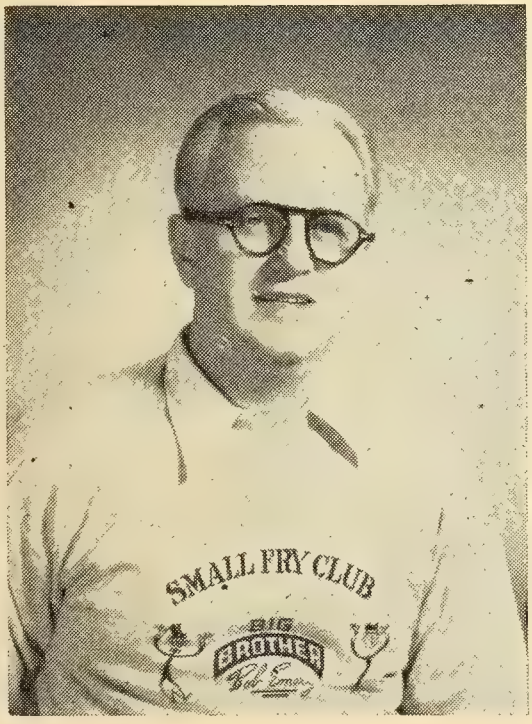
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Olio Video Television Productions

131 W. 52nd St., New York 19, N. Y.
Phone: JUdson 6-0874

Director .....Harvey Cort

Services Offered—TV live and film production, film library.



BOB EMERY

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- EDGE-NUMBERED WORK PRINTS
- EDITING AND CONFORMING
- SOUND RECORDING
- RERECORDING
- TITLING
- ANIMATION
- PRINTING

COLOR and BLACK & WHITE

GEO. W. COLBURN LABORATORY INC.
164 N. WACKER DRIVE, Chicago 6, Ill.
***Phone:* STate 2-7316**

Oulman Television Productions, Inc.

19 Rector St., New York, N. Y.
Phone: WHitehall 4-1327

Manager .....R. J. Oulman
Services Offered—TV entertainment films.

•

Parmelee—Patin Studio

4201 Sunset Blvd., Hollywood 27, Calif.
Phone: NOrmandie 29931

Art Director.....Ted Parmelee
Story & Animation Dir.....Ray Patin
Services Offered—Producers of animated films for TV. Specializing in commercial spots. A complete service: preparation of scripts to order. Available to TV stations: camera, cutting.

•

Paul Parry Productions

7557 Sunset Blvd., Hollywood 46, Calif.
Phone: Granite 4774

Producer-Dir.....Paul Parry
Associate Producer....Marshall Schellhardt
Writer .....Ed Martin
Cameraman-Editor .....Sam Martin
Sound .....F. Gallagher
Services Offered—Production of Commercials any specified length, production of scripts to order. Available to TV stations: One 27-minute Treasure Expedition Film, one 27-minute "human interest" film.

•

Pictorial Productions, Inc.

1357 N. Gordon St., Hollywood 28, Calif.
Phone: HI 3108

President.....G. J. Altfilisch
Vice-President.....Max Fink
Secretary-Treas. .....Thelma Woody
Services Offered—Production of special-purpose and TV films. Rental of complete motion picture production facilities including sound stage 50′ x 100′ with 30′ ceiling.

•

Pioneer Telefilms, Inc.

(Telespots, Inc.)
18 E. 48th St., New York 17, N. Y.
Phone: MUrray Hill 8-0780

President .....Ralph Cohn
Services Offered—Producers and distributors of TV live and film programs.

•

Polaris Pictures, Inc.

5859 W. 3rd St., Los Angeles 36, Calif.
Phones: YOrk 8058; WEbster 3-4608

President .....Juan C. Hutchison
Vice-President .....Perry King

Irwin Paul Sulds INC.
TELEVISION PRODUCTIONS

654 MADISON AVE. TEMPLETON 8-7025
NEW YORK 21, N. Y.

MURPHY-LILLIS
PRODUCTIONS, INC.

59 PARK AVENUE
NEW YORK 16, NEW YORK

Specialists In The Production Of
Television Film Commercials

Serving
Chesterfield
Fatima
Philco
Firestone
and Other National Accounts

MUrray Hill 6-2142

Services Offered—Complete production of films for advertising, TV, public relations, education and employee training.

●

Post Pictures Corp.

115 W. 45 St., New York 19, N. Y.
Phone: LU 2-4870

President.....Harry A. Post
Treasurer.....Eli W. Post
General Manager.....David B. Dash
Advertising & Sales Promotion Mgr.
Alan I. Post

Services Offered—Distributors of 16mm. sound films; features, shorts. Catalogue available upon request.

●

Princeton Film Center

Princeton, N. J.
Phone: Princeton 3550

Exec. Director.....Gordon Knox

Services Offered—TV film production.

●

Producers Representatives, Inc.

1270 Ave. of the Americas, N. Y. 20, N. Y.
Phones: PLaza 7-6990-1-2

President .....Irving M. Lesser
Secty.-Treas. .....Seymour Poe
TV Manager .....Camilla Nelson

Services Offered—A complete motion picture distribution service to TV stations for features, westerns, serials and shorts.

●

Progressive Pictures

6351 Thornhill Dr., Oakland, Calif.
Phone: Olympic 2-0560

Manager .....Ray Bainbridge

Services Offered—TV films.

●

Radio Features of America

(See Program Producers)

●

Radiovision Corp.

1125 S. Elm Drive, Los Angeles 35, Calif.
Phone: Crestview 5-1723

President.....Walter J. Nelson

Services Offered—Sport pictures and cartoons for rental to TV. Also for sale to camera shops and individuals: Class In Archery, starring Howard Hill; It's Done With Arrows, starring Howard Hill; Silver Springs, Travelogue of Silver Springs Florida; Rough But Hopeful, Golf featuring movie stars as players; Hugh Harman Cartoons.

BRAY STUDIOS, INC.

Inventors of Animated Cartoons & Technical Animation Processes

Originators & First to introduce Film Slide Type Projector & Film

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35 years' experience

Expert technicians and full facilities available for all *Educational, Industrial, Television* film production.

—♦ ♦—

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* * *

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AVEC PRODUCTIONS
TV and Commercial Movies and Slide Films.
Art Work, Titles, Scripts.
"From Idea to Screen"

* * *

For Sound
BRINKLEY RECORDING CO.
Records, Transcriptions, Tape, Filmtrack.
"Big Studio Quality at Small Studio Prices"
Since 1942

Reid H. Ray Film Industries, Inc.

2269 Ford Parkway, St. Paul 1, Minn.
Phone: Emerson 1393
President .....Reid H. Ray
Services Offered: TV film production.

•

RD-DR Corp. (Reader's Digest—deRochemont)

35 W. 45 St., New York 19, N. Y.
Phones LU 2-1440

Chairman of Board...Louis de Rochemont
President .....Borden Mace
Vice-President.....Louis de Rochemont
Secretary.....Marie I. Kenney
Treasurer.....Martin J. Maloney

Services Offered—Feature, commercial and educational film producers. Lost Boundaries, feature release in 1949, was a drama of real life from the Reader's Digest. The Earth and Its People is the first integrated series of educational films produced on world geography.

Roland Reed Productions, Inc.

275 S. Beverly Dr., Beverly Hills, Calif.
Phone: Crestview 6-1101
President .....Roland Reed
Services Offered—TV film programs.

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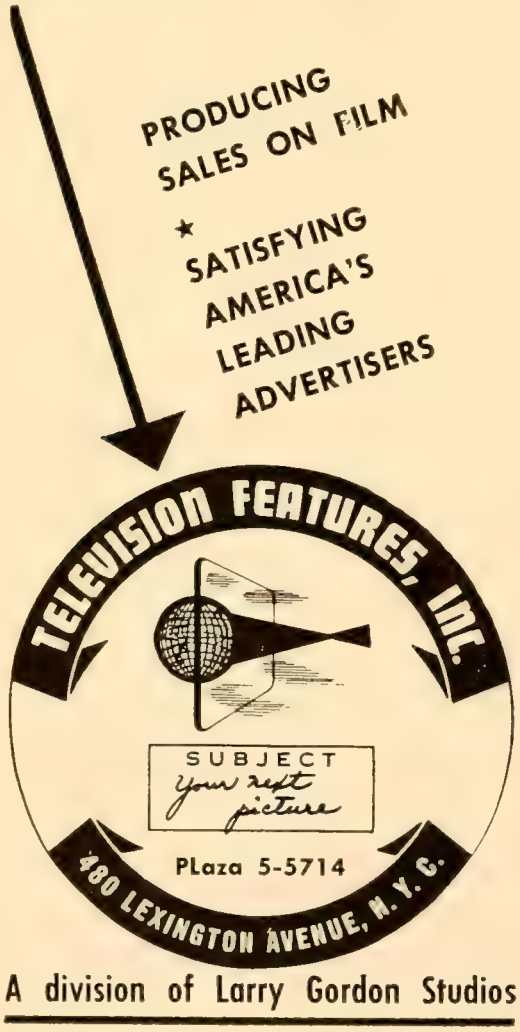
Regal Television Pictures Corp.

151 W. 46 St., New York 19, N. Y.
Phone: LU 2-1877
Treasurer .....Leo Seligman
President .....Moe Kerman
Vice-Pres. .....Joe Felder
Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

•

Regency Productions, Inc.

11 E. 49 St., New York 17, N. Y.
Phone: PLaza 9-3680
President .....Joseph Schaeffer
Producer.....William P. Riethof
Director of Sales.....Edward A. Bendell
Cameraman .....Dwight Godwin
Services Offered—Film sequences for TV shows ("Martin Kane, Private Eye"). Filmed commercials for TV (U. S. Tobacco Com-



A division of Larry Gordon Studios



pany; House Beautiful Curtains, etc.). Film package shows for TV ("The Happy Hills," with Juanita Hall, Henry L. Scott, etc.). Series of films for TV (on Art, on Dance). Any film assignment.

•

John Reinhardt Productions, Inc.

2070 No. Vine St., Hollywood 28, Calif.
Phone: HU 21806

President .....John Reinhardt
Vice-President .....Mischa Terr
Cameraman .....William Clothier
Film Editor .....Victor Lewis
Secty. .....Marjorie Alford

Services Offered—Production of dramatic and commercial shorts on 16 and 35mm film. Just completed: Six 15 min. dramatic shorts for General Television Enterprises, Inc. sponsored by Procter & Gamble and Hal Roach Studios.

•

Religious Television, Inc.

1067 N. Fairfac, Hollywood 46, Calif.
Phone: Hillside 0381

President.....Rev. Dorland P. Dryer

Services Offered—Produce and distribute religious and character education materials for TV. Musical program under the direction of Arthur Leslie Jacobs associated with the Los Angeles Federation of Churches.

•

RKO Pathe, Inc.

625 Madison Ave., New York 22, N Y.
Phone: PL 9-3600

Vice-Chairman of Bd.....Ned E. Depinet
President .....Harry Michalson
Vice-Pres. & Gen. Mgr.....Jay Bonafield
Treasurer.....James H. Herries
Secretary.....J. Miller Walker
Comptroller .....Garrett VanWagner
Production Mgr.....J. Douglas Travers
Mgr. Commercial Film & TV Dept.
M. Clay Adams
Editorial Supervisor.....Phil Reisman, Jr.

Services Offered—Producer of short subject releases for RKO Radio Pictures; producers and TV films on contract.

•

Hal Roach Studios, Inc.

8822 W. Washington Blvd., Culver City, Calif.
Phone: VErmont 82185

President.....Hal E. Roach
Vice-President.....Hal Roach, Jr.
Vice-Pres. & Prod. Mgr....S. S. Van Keuren
Vice-Pres. & Treas.....Hugh Huber
Vice-Pres. & Sales Mgr.....Alfred Schindler

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are in
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EVERY TELEVISION FILM SERVCE

SEABOARD STUDIOS

THREE LARGE SHOOTING STAGES
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EVERY SERVICE UNDER ONE ROOF

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NO SUB-CONTRACTING
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REASONABLE COST

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157 E. 69th ST., N.Y.C. - REgent 7-9200

Services Offered — Complete motion picture production facilities for the production of TV commercials and programs.

•

Roberts Radio, Television, Stage and Screen Studios

806 Seventh Ave., New York 19, N. Y.
Phone: JU 6-0026

President.....Bob Levitt Roberts
Services Offered—Radio and TV live or film Package Productions. Personal Management, Jack Lacy, top M.C. and Disk Jockey, WINS, N. Y. For TV—Thelma Carpenter, plus other top name talent. Direct line broadcasting equipment. Theatrical and radio training. Rehearsal studios.

•

Rockett Pictures, Inc.

6063 Sunset Blvd., Hollywood 28, Calif.
Phone: GR 7131

Gen. Mgr.-Vice-Pres.....J. Richard Westen
Vice-Pres. Chg. Sales.....J. Harry Ebbert
Secy.-Treas. .....Harlow Wilcox
Exec. Secretary.....Kay Shaffer
Services Offered—Producers of industrial, institutional and sales training motion pictures and slide films, and TV commercials. Also dealers in projection equipment.

An Invitation

Radio-Television Institute extends the facilities of its Placement Bureau to employers who are seeking well-trained technicians for Television. This service is FREE to employer and employee.

Radio-Television Institute trains technicians of calibre to serve the Television Industry. Our graduates are equipped with a thorough Theoretical and Practical knowledge of all technical phases of Television (Broadcasting, Installation, Maintenance, Servicing).

For well-qualified Television Technicians and Engineering aids, we invite you to visit, write, or telephone

Placement Bureau

RADIO-TELEVISION INSTITUTE

Pioneers in Television Training since 1938

480 LEXINGTON AVE., NEW YORK 17, N. Y.
PLAZA 9-5665

Rollow-Clark & Co.

108 Oak St., Denton, Tex.
Phone: 1523

Co-owner .....Bill Rollow
Services Offered—TV film production.

•

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 38, Calif.
Phone: Yo 2494

President .....Danny Rouzer
Services Offered—Complete 16mm. production service, including cinematography, editing, titles, inserts, sound recording, special effects, projection, sound stage, lights, cameras silent and sound-single and/or double system, with experienced operating personnel.

•

Ruby Film Company

729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-5640

Production Mgr.....Edward Ruby
Asst. Production Mgr.....Sidney Nannes
Office Manager.....Marie A. Kraemer
Services Offered—Producers of every type of motion picture production from commercials to serials. Own and operate all facilities, in business since 1910, owns Ruby Editorial Service.

•

Ryder 16 mm Services, Inc.

6526 Sunset Blvd., Hollywood 28, Calif.
Phone: GRanite 3651

President .....Loren L. Ryder
Vice-President .....H. R. O'Neil, Jr.
General Manager .....Barry Eddy
Services Offered—Western Electric sound recording services for producers of 16mm films, industrial, entertainment and TV. The original production is all on magnetic film, then transferred to optical film for release. In addition to the above Ryder Services has stage facilities for production, scoring and dubbing.

•

Sack Television Enterprises

Film Exchange Bldg., 308 S. Harwood,
Dallas 1, Tex.
Phone: RIverside 6474

General Manager.....Alfred N. Sack
Sales Manager.....Julius M. Sack
Program Advisor.....Beverly Littlejohn
Services Offered — Rental of open end films, amusement shorts, educational shorts, mcsical shorts, features, westerns and serials, and group of twenty-nine three-minute "soundies."

•

Bernard L. Sackett Television Productions

(See Program Producers)

Sanft-Costa Television Features

17 E. 42 St., New York 17, N. Y.
Phone: MUrray Hill 2-6770-6771
Co-Producers .....Sidney Sanft, Don Costa
Services Offered — Producers of complete live TV packages. Video shows (live or film) created on assignment. Spot commercials created and produced on assignment. Producers of TV Film programs.

•

Sarra, Inc.

200 E. 56th St., New York 22, N. Y.
Phone: MUrray Hill 8-0083
Manager .....Jack Henderson
Services Offered—TV film production.

•

Kermit Schafer Radio & Television Productions

112 E. 37 St., New York 16, N. Y.
Phone: MUrray Hill 9-4628
President .....Kermit Schafer
Executive Asst.....Michael Louis
Office Manager.....Mary Roop
Services Offered—Radio and TV live and film package productions. Promotion services offered to agency clients and networks. Also prize-securing services.

•

The Script Library

535 Fifth Ave., New York 17, N. Y.
Phone: MU 7-1668
Pres., Gen. Mgr.....Julienne Dupuy
Services Offered — Script library giving script services to radio stations. A division of Radio Events, Inc.

•

Seaboard Studios, Inc.

157 E. 69th St., New York 21, N. Y.
Phone: REgent 7-9200
President .....Sanford R. Johnson
V.-P. & Exec. Producer..Edward J. Pope, Jr.
Services Offered—TV film commercials.

•

Seidel Films

853 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 7-0575
Manager .....Tom Seidel
Services Offered—TV film production.

•

Sentinel Productions (div. of Sentinel Enterprises, Inc.)

(See Program Producers)

•

Skibo Productions, Inc.

165 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-2265
President-Treas.....Patrick E. Shanahan
Secretary .....George Blake
Bd. of Directors.....Patrick E. Shanahan, George Blake, F. R. Normandin
Services Offered—16mm. and 35mm. sound films for TV rental. Educationals, comedies, novelties, musicals, features and short subjects.

•

Sonochrome Productions

112 W. 89 St., New York 24, N. Y.
Phone: SChuyler 4-3654
Partner .....Nathan Zucker
Services Offered—Producers and distributors of programs on film.

•

Special Purpose Films, Inc.

44 W. 56th St., New York 19, N. Y.
Phone: JUdson 6-0020
President .....John Fox
Vice-President .....William F. Crouch
Secretary ..... Douglas H. Miller
Sales Mgr.....John S. K. Hammann
Services Offered—Producers of complete motion pictures for advertisers and agencies. Industrial films, public relations films, documentaries, sales films. Films for TV and TV commercials on film. Script consultation service. Complete cutting room service at one of New York's foremost film laboratories. Expert editor and cutter in constant attendance.

•

Standard Television Corp.

1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234
President .....Irvin Shapiro
Secretary .....A. Exelberth
Treasurer .....Martin Mermelstein
Vice-President .....Robert H. Wormhaudt
Services Offered—Major feature films and shorts.

•

Sterling Films, Inc.

316 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-3750
President .....Saul J. Turell
Secy.-Treasurer.....Robert E. Rhoades
Director of TV.....Carl King
Manager of TV Dept.....Bernice S. Coe
Services Offered — Sterling Films, Inc. serves as producer and distributor of 16mm. sound subjects for release to all TV stations. Volume bookings for sustaining plays—as well as many series available for commercial sponsorship.

•

Steven Televised Presentations, Inc.

153 Fifth Ave., New York, N. Y.
Phone: GR 3-5228
President .....Jewel Steven
Services Offered—Live shows, packages, commercial TV films.

Strickland Film Co.

220 Pharr Road, Atlanta, Ga.
Phone: La 7991

Owner.....Robert B. Strickland
General Mgr.....C. L. Strickland
Sales Mgr.....Joe McGrath
Production Mgr.....A. M. Malphurs
Laboratory Mgr.....J. O. Barber

Services Offered — Complete 16mm. and 35mm. production and processing facilities including studio.

•

Irvin Paul Sulds, Inc.

654 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-7025

President.....Irvin Paul Sulds
Associate Producers.....Alice Pentlarge, Milan J. Greer, Mary MacMullen

Services Offered—Script, production supervision for one minute commercials and five minute shorts. Longer features also available.

•

Swank Films, Inc.

19 W. Fourth St., Dayton 2, O.
Phone: HEmlock 2379

President.....Jerrold A. Swank
Vice-President.....Susan K. Burton

Services Offered — Color or black and white; Slides, 3¼ x 4—2 x 2; Slide films, complete production services; Commercial photography and laboratory services.

•

The TeeVee Film Company

170 S. Beverly Drive, Beverly Hills, Calif.
Phone: CRestview 5-1076
Sales Office
211 S. Beverly Drive
N. Y. Office
150 E. 52nd St.
Phone: PLaza 3-1030

President .....Gifford Phillips
General Manager.....Ludlow Flower, Jr.
Coordinator of Sales and Promotion J. Wesley Beeman
Dir. of Film Production.....Merrill Pye
Dir. of Live Productions.....Bob Koenig
Eastern Sales Manager.....Alfred Levy

Services Offered—Custom-built TV shows, film and live; spot commercials; organized to create shows on any budget, for sponsor and agency.

•

Tel-Air Associates

366 Madison Ave., New York 17, N. Y.
Phone: VA 6-3417

Partners.....Seymour Kaplan, Mort H. Singer, Jr.

Services Offered—Film programs, spot commercials, animation.

Tele-America Inc.

170 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 5-1270

President.....Thorn L. Brooks
Vice-President.....Howard Taylor
Sec. Treasurer.....W. Bosco
Prod. Manager.....Felber Masdam

Services Offered Producers of live and film TV productions. Also all kinds of commercials.

•

Telecast Films, Inc.

112 W. 48th St., New York 19, N. Y.
Phone: JUdson 6-5480

President .....W. K. Hedwig
Secty.-Treas. .....G. W. Hedwig

Services Offered—Rentals 16mm sound and silent films for TV programming; all types incl. features, westerns, short subjects, comedies, travel, etc.

•

Telecomics, Inc.

247 Park Ave., New York 17, N. Y.
Phone: ELdorado 5-2544

President.....Stephen Slesinger
Vice-President.....John F. Howell

Services Offered—TV films based on the following properties: King of the Royal Mounted, Winnie-the-Pooh, Red Ryder, Little Beaver, Ozark Ike.

•

Telemated Cartoons

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-8933

Owner .....Saul Taffet

Services Offered—TV film production.

•

Telepak Inc.

201 N. Carmelina Ave., Los Angeles 24, Calif.
Phone: AR 3-6076
250 Park Ave., Suite 325, New York City
Phone: PL 8-0628

President.....C. Robert Longenecker

Services Offered—Creation and production of programs, both film and live for TV. Distribution of program material. Representation of talent for TV, acting and creative.

•

Television Arts Productions, Inc.

2733 Stuart St., Berkeley, Calif.
Phone: Berkeley 75301

Business Manager.....J. T. Ward
Art Director.....Alexander Anderson
Dir. of Adv. & Pub. Rel..Robert J. Powers
Film Editor.....Thomas G. Stanford

Services Offered—Producers of animated cartoons and commercials for TV.

Television Cartoons, Inc.

361 W. Broadway, New York 13, N. Y.
Phone: BE 3-7176

Pres. chg. of Prod....Robert N. Brotherton
Vice-Pres. chg of Prod....Arthur L. Goldman
Sales & Adv. Mgr.....J. Arthur West
Story & Planning.....Tony Delmar
Sales Rep.....Frank Rogers
Sales Rep.....Donald Davis

Services Offered—Producers of commercial films for TV—10 seconds to one minute or longer. Services include live photography, animation, stop-motion or special effects to order.

•

Television Features, Inc.

(A Division of Larry Gordon Studios)
480 Lexington Ave., New York 17, N. Y.
Phones: PLaza 5-5714; 5-4852

President .....Larry Gordon
V.-P.. Chg. Prod.....William Van Praag
V.-P. Chg. Sales.....Otto H. Sutter
Head of Story Dept.....Robert Scott
Head of Pkg. Dept.....Eleanor Kendrick

Services Offered—Production unit for films, commercial, industrial and TV; Package live shows.

•

Television Motion Pictures Co.

1650 Broadway, New York 19, N. Y.
Phone: CI 6-0691

President & Producer.....Jack Goldberg
Assoc. Producer & Scripter.....Ted Wilde
Director & Editor.....Jack Kemp
Animation Dept.....Harold Walker
Publicity & Exploitation.....Ed Hurley
Vice-Pres. Chg. Sales.....Bert Goldberg

Services Offered—Contract producer of 35mm. and 16mm subjects; complete 16mm. live and animation equipment and facilities; originator of 35mm and 16mm subjects: TV film consultant: distributor of variegated shorts.

•

Television Screen Productions

(See Program Producers)

•

Marshal Templeton, Inc.

214 Ford Bldg., Detroit 26, Mich.
Phone: WO 1-6868
612 N. Michigan Ave., Chicago 11, Ill.
Phone: SU 7-3782

President.....Marshal E. Templeton
Chicago Branch Mgr.....Fred W. Grady

Services Offered—Writing and production of film presentations.

•

Mischa Terr, Inc.

1276 No. Crescent Heights Blvd.,
Hollywood 46, Calif.
Phone: HU 27038

President .....Mischa Terr
V.-P. Chg. of Prod.....John Reinhardt
Film Editor.....Victor Lewis
Secty. .....Constance Webb

Services Offered—Production of dramatic TV shorts on 35mm film; production of commercial short on 16 and 35mm film.

•

Trans-Continental Television, Inc.

(See Program Producers)

•

Transfilm Inc.

35 W. 45 St., New York 19, N. Y.
Phone: LU 2-1400

President .....William Miesegaes
Vice-President .....Walter Lowendahl
Vice-President .....Pud Lane
Secretary-Treasurer.....Peter A. Schlenker

Services Offered—Complete faciities for production of motion pictures, animation and slide films, for TV, black and white or color; 16mm. or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, film editors.

•

Transvideo Corp. of America

2 W. 46 St., New York 29, N. Y.
Phone: LU 2-1281

President.....Theodore A. Parisi
Secretary.....George Luttinger
Treasurer.....Marie R. Passannante

Services Offered—The production and distribution of short film subjects. We are presently in production to add to existing material which is playing the major TV networks. Enthusiastic about any 15 minute live show with a new twist and economical production set up.

•

Tri-Video Productions, Inc.

15 Central Park West, New York 23, N. Y.
Phone: COlumbus 5-0060

President.....Jack Goldstein
General Manager.....J. Jay Gould

Services Offered—TV films, old time films (40 years old), excerpts, mainly motion pictures of all categories, suitable for TV.

•

Triangle Films

1697 Broadway, New York 19, N. Y.
Phone: COlumbus 5-1403

Partners.....Wilbur J. Streech,
Gordon T. L. McEvoy

Services Offered—Production of all types of motion pictures including animation, live action, stop motion, and special effects. Specialists in commercials and pacakage shows for TV.

TV Ads Inc.

3839 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-1232
President.....Doria Balli
Services Offered Production of one minute sound films for TV.

•

TV/films, Inc.

Phone: PL 9-7888
11 E. 48 St., New York, N. Y.
President.....R. V. Pollock
Chief Cameraman.....M. Evdokimoff
Services Offered—TV/films produces commercial TV films and commercial industrial films. It is a complete production unit with its own storyboard, sound and music departments, camera crew, shooting studio, cutting, editing and viewing room.

•

TV-Programs, Inc.

350 Fifth Ave., New York 1, N. Y.
Phone: CHickering 4-1374
President .....Edward Roberts, Jr.
Treasurer .....William Mills, III
Dir. of Sales.....Donald Ross
Dir. of Adv. & Prom.....John Newman
Services Offered—Full production from conception of idea through writing and direction right up to camera; authorized sales representatives for recognized TV film companies and on occasion other independent producers.

•

United Film Service, Inc.

2449 Charlotte St., Kansas City 8, Mo.
Phone: HArrison 5840
President & General Mgr..W. Hardy Hendren
Vice-Presidents.....C. J. Mabry,
E. S. Washburn
Treasurer.....A. F. Bradley
Secretary.....Wm. B. Cozad
Sales Manager.....W. Dwight Zieger
Adv. Sales Prom. Mgr. TV....L. P. Hillyer
Prod. & Service Mgr.....W. J. Scrogin
Services Offered—We plan, produce, and/or distribute advertising films taking one minute or less to display—for TV coverage, movie coverage, or TV and movie coverage combined.

•

United Press Associations

(See Program Producers)

•

United Productions of America

4440 West Olive Ave., Burbank, Calif.
Phone: CHarleston 0-7171
New York Division—208 E. 72 St.,
New York 21, N. Y.
Phone: RHinelander 4-7570
Pres. & Exec. Producer....Stephen Bosustow
Vice-Pres in chg. N. Y. Office
Edward L. Gershman
Vice-Pres. & Supr. Dir.....John Hubley
Vice. Pres. & Prod. Mgr....A. D. Woolery
Secretary.....Leo L. Rosen
Asst. Sec. & Treas.....Maxine Davis
Services Offered Producers of TV film programs and commercials—specializing in animation, also animation production services.

•

Video Drama Productions

505 Fifth Ave., New York 17, N. Y.
Phone: MU 2-0326
Exec. Officer & Prod.....Henri E. Marcuse
Director & Partner.....Harvey Janovic
Script Supervisor.....Charles Cinnamon
Art Supervisor.....Bill Persichetti
Sales Manager.....Fred Brunswick
Services Offered—Live & possible film services for TV package shows. Our shows, live: Here Comes Teena, Bella's Boarding House, situation comedies; Concentrate on You, educational drama; Moods in Tempo, musical drama; Musi-Camera, ballet-drama-pantomime; Ballet Story Time, ballet-drama for children.

•

Video Varieties Corp.

41 E. 50 St., New York, N. Y.
Phone: MU 8-1162
President.....George W. Goman
Vice-Pres. chg. of Prod.....Martin Henry
Treasurer.....A. W. Manchee
Vice-Pres. & Flm Editor...Leonard Anderson
Sales Manager.....Otis P. Williams
Services Offered—Motion picture producers, TV program films and commercials.

•

Visual Arts Productions, Inc.

2 W. 46 St., New York 19, N. Y.
Phone: LU 24047-8
President.....Max Rosenbaum
Vice-President.....Sid Rosenbaum
Services Offered—Motion picture production (feature length and short subjects) live TV production, motion pictures for video. Now on WOR-TV "The Road to Success."

•

Vitaphone Film Productions

5331 Via San Delarro, Los Angeles 22, Cal.
Phone: AN 1-3877
President .....Jack Helstowski
Vice-President .....Chester Maye
Secty.-Treas. .....Ruth Helstowski
General Sales Mgr.....Ned Costa
Director .....Ben Norman
Cameramen....John Pearson, Chet Brickett
Film Editor .....A. G. Case

Services Offered—Producers of TV commercials, educational, industrial, entertaining films, color, black and white, silent or sound.

•

Wade-Farnham Productions

15 E. 46 St., New York 19, N. Y.
Phone: CIrcle 7-6797

Partners.....Moulton H. Farnham, Roger W. Wade

Services Offered—Facilities and services include motion pictures, TV commercials, animation, slide films, color slides. We are equipped to write, direct, and produce any film from TV short to full-length feature.

•

Louis Weiss & Co.

4336 Sunset Blvd., Los Angeles 27, Calif.
Phone: NO 1-6883

Distribution Director.....Adrian Weiss
Production Director .....Louis Weiss

Services Offered—Production and distribution of TV films including Westerns, Serials, Cartoons, Sport Subjects and Silent Slapstick Comedies.

•

West Coast Sound Studios

510 W. 57th St., New York 19, N. Y.
Phone: CIrcle 7-2062

V.-P. & Manager.....Martin Henry

Services Offered—Full 35 mm. and 16mm. film production facilities; RCA sound equipment; Fairchild sync. disc recording. Division of Video Varieties Corp.

•

Wild Life Films

6063 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-3974

President .....William R. Eberhart
Sales Mgr. .....J. G. Green

Services Offered—Shooting, and editing animal subjects, hunting, fishing, and outdoor films of all kinds. Also Conservation pictures for game commissions.

•

Wilding Picture Productions, Inc.

1345 Argyle St., Chicago 40, Ill.
Phone: LOngbeach 1-8410

President.....C. H. Bradfield, Jr.
Exec. Vice-Pres.....H. W. Fish
Secretary-Treas.....V. A. Burg
V.P. chge of Prod.....J. A. Kellock

Services Offered—Producer of industrial, commercial, and TV films; slide films; film laboratory.

•

Willard Pictures, Inc.

45 W. 45 St., New York 19, N. Y.
Phone: LU 2-0430

President.....T. W. Willard
Vice-Pres. & Gen. Mgr.....J. M. Squiers, Jr.
Comptroller.....S. H. Childs

Services Offered—Producer of motion pictures for industrial, commercial, entertainment and TV purposes.

•

Wolff-Feldman Enterprises, Inc.

21 W. 42 St., New York 18, N. Y.
Phone: LA 4-3450

President.....Max Wolff
Secretary-Treas.....Robert Feldman
Exec. Producer.....Les Wintz
Talent.....Al Roth

Services Offered—Talent representatives, casting, production, and packaging of films.

•

Raphael G. Wolff Studios

1714 N. Wilton Place, Hollywood 28, Calif.
Phone: GRanite 6126

Owner.....Raphael G. Wolff
Mgr.-TV Department.....Raymond Ring
Head of Editing Dept.....David Lurie
Head of Animation Dept....Richard Lundy
In Chg. of Writing-Direction MacDonald MacPherson
Controller.....E. Clifford
Detroit Rep.....Richard Bonds, Fisher Bldg., Detroit 3, Mich.
Chicago Rep.....John W. Carnrick, 230 North Michigan Ave., Chicago, Ill.

Services Offered—Producers of 16mm sound and color motion pictures, TV films and spot commercials.

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World Video, Inc.

(See Program Producers)

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Young America Films, Inc.

18 E. 41 St., New York 17, N. Y.
Phone: LE 2-4111

President .....Stuart Scheftel
Exec. Vice-Pres.....Godfrey Elliott
Sales Manager.....T. C. Morehouse, Jr.
Chg. of TV Activities.....James R. Brewster

Services Offered—Producers and distributors of 16mm sound educational films.

•

Harold Young Productions, Inc.

119 W. 57 St., New York 19, N. Y.
Phone: CIrcle 5-8459

President.....Harold Young
Vice-President .....Peter Ordway
Secretary-Treas.....John Ordway
Chairman of Bd.....Anthony Duke

Services Offered—Producers of motion pictures both theatrical and non-theatrical on 16mm or 35mm, black and white or in color. TV shows on film or live.



AN ANSWER TO HIGH TV COSTS FILM NETWORK EXPANSION PLAN

by
GEORGE T. SHUPERT
Director, Commercial Operations, Paramount Television Productions, Inc.

ALTHOUGH of comparatively recent existence, the Paramount TV Network was planned more than a decade ago when Paramount's exploring of television's potentialities led to the staffing of a TV engineering laboratory in New York for the development of an off-the-tube film-recording system. It was foreseen at the time that low-cost programming must necessarily play a key role in television's expansion . . . that low programming costs would be possible only through prolonging the fleeting life of televised events and shows for subsequent use, thereby amortizing their costs over the largest possible circulation of looker-listeners.

The Paramount TV network is transcontinental in scope, numbering its affiliates from Philadelphia to San Diego, from Chicago to Houston. This transcontinental web is possible—without benefit of coaxial cable or relay towers—because the Paramount TV Network is a film network. Its affiliates are supplied regularly with film-recordings (Paramount Video Transcriptions) of high-Hooperated Hollywood-produced TV shows, and supplied them at a fraction of their initial cost on Paramount's Station KTLA.

•

Arrangements in progress are adding the transcribed product of other TV production centers and of package show producers to the offerings of the Paramount TV Network. In addition, most Paramount affiliates utilize the service of Paramount's TV-film-booking office, a special department set up in New York more than two years ago to supply Paramount's own TV stations in Los Angeles and Chicago with the best feature films, shorts, cartoons and travel films available to the new medium.

Radio vs TV Economics: From a station viewpoint, the chief benefit of a network affiliation is a constant source of top-quality shows. But against this must be weighed the distressing fact that an affiliate's share of the network sales revenue, after all deductions, usually is 30 per cent or less of the rate card rate.

A station may have a break-even point of, say, $300 per hour. To realize this amount from network programs, the station must boost its network rate to $1000 per hour; higher if it is to turn a profit. The affiliate, in most instances, must pay for a sustaining show which cannot be sold locally. While this is a programming aid, it adds nothing to income.

Network operations demands that an affiliate set aside certain daytime and evening hours, known as network option time. As practically *all* good time falls in this category, virtually no "good buys" remain for local sale save station breaks and announcements preceding and following network shows. Few local sponsors, naturally, can be interested in time segments over which a threat of recapture hangs, most likely to be exercised just when a show has begun to catch on.

•

Transcriptions Stretch Advertising Dollar: From the advertisers' viewpoint, use of video transcriptions means that the advertising dollar can be stretched much further. Transcriptions make it possible to buy time in the markets needed and no more; to buy the best time available in each market; to coordinate sales pressure with the sales needs of individual markets; to forget time zone differentials and lack of cable or relay interconnections.

The Paramount answer to runaway programming costs is not offered as an industry panacea. But for the average station and the average advertiser seeking good TV shows at bargain prices, the Paramount TV Network is likely to prove exactly what Dr. Economics has been prescribing.

Television Organizations
. . . personnel—functions

Television Broadcasters Assn., Inc.

500 FIFTH AVE., NEW YORK 18, N. Y.
LAckawanna 4-4788

OFFICERS

President.....Jack R. Poppele
Vice-President....Ernest B. Loveman
Secretary-Treasurer.....Will Baltin
Asst. Sec.-Treasurer....Paul Raibourn

DIRECTORS

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; Ernest B. Loveman, Philco Corp.; F. M. Russell, NBC; Joseph A. McDonald, ABC; George Storer, Fort Industry Co.; R. A. Borel, WBNS-TV; Jack R. Poppele, WOR; Paul Raibourn, Television Productions, Inc.; Lawrence W. Lowman, CBS.

FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

Academy of Television Arts and Sciences

5746 SUNSET BLVD., HOLLYWOOD 28, CALIF.
Hempstead 8942

OFFICERS

President.....Harry R. Lubcke
1st Vice-Presidnt....Don McNamara
2nd Vice-President...Russell L. Furse
Treasurer.....Lenore Kingston
Corres. Sec...Robert E. Packham, Jr.
Secretary .....James Vandiveer
Recording Secretary.....Betty Mears
Secretary to Treas...Catharine Sibley

DIRECTORS

Edward Nassour, Jack Strauss, R. A. Monfort.

FUNCTIONS

To hold forums for exchange of ideas on matters concerning the advancement of television. To provide a meeting place where educators and leaders in public life can discuss the types of information the public should get; art forms which will come into existence through television, and other matters. To hold and sponsor special meetings for the dissemination of information pertaining to television. To encourage research and accomplishment by presentation of awards. To make Hollywood the television capital of the world.



"CAN TV RESEARCH PROFIT FROM AM MISTAKES?"

by

JOHN K. CHURCHILL

Radio-TV Research Consultant

THE orderly growth of television as both an entertainment and as an advertising medium demands better and more pertinent data than we ever had for radio. From some of the earlier radio records it is almost impossible to determine facilities used, hours of operation, network hook-ups and affiliations, client lists, rates, expenditures, program offerings, station coverages, audience ratings, set usage or dozens of similar facts which are so helpful in showing trends in the development of the medium.

•

The same charges may well be true of television for these first few years unless we profit from the lesson of our early radio research and record keeping deficiencies. The industry should decide on a set of simple and well defined standards for this industry accounting job and then see to it that they are adhered to faithfully.

Radio's lack of uniform standards is most frequently and most dramatically illustrated by Ratings. Dozens of researchers have come out with all sorts of figures on all sorts of programs. They range from measurement of a local time spot to world-wide estimates of the cumulative effects of a series of broadcasts in dozens of languages. These ratings may be instantaneous totals flashed while the program is still in progress or ponderous academic treatises long after the programs have become history. They may be in percents, numbers, scores or grades. It is even possible that they are all correct but their universal application and their interchangeability is certainly subject to challenge. We have willfully or otherwise failed to disclose the conditions under which these measurements are made.

•

The technical difficulties of measuring a television audience are more complex while the audience is still so scattered and costly to locate. The glamor of television to the performer, producer and viewer tends to perpetuate ratingitis and to cloud the fact that too frequently we aren't sure what we want to measure, much less how to measure and report it accurately.

Because ratings are the result of studying a sample of the total audience we have become too accustomed to talking in terms of percents with too little attention to what constitutes our 100 percent base. If we want numbers we too frequently multiply by some convenient figure which will impress the reader and not be challenged too successfully. If ratings were always projectible this would be a service instead of the crime it now is.

•

If there is criticism for today's confused rating picture the agencies performing the services should bear only a small part of the blame. It is the buyer of the service that is really responsible, for without him the services would soon go out of business. The buyer gets what he demands.

We do not have to wait for the day of the one perfect service because that day will never come. Everyone responsible for the development and presentation of television audience data can sit down together and create standards and terminology and performance criteria which will eliminate almost all of the present confusion.

And while they are at this task standards can be set for all those other troublesome practices inherited from immature radio research. Some of the work may have to be industry wide, others may be available cheaper and better from local commercial sources but until we specify what we need, what we want and what we mean we have only ourselves to blame for continued confusion. Television can profit from radio's mistakes.

American Television Society, Inc.

17 EAST 45th STREET, NEW YORK 17, N. Y.
MUrray Hill 7-9250

OFFICERS

President.....David Hale Halpern
Vice-Pres.....Donald E. Hyndman
Secretary.....Reynold R. Kraft
Treasurer....Archibald U. Braunfeld

DIRECTORS

Charles J. Durban, Maurice E. Strieby, Jerry Danzig, E. P. H. James, Halsey Barrett, George T. Shupert, Ralph B. Austrian.

FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

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National Society of Television Producers

234 WEST 44th STREET, NEW YORK 18, N. Y.
CHickering 4-0626

OFFICERS

President.....Martin A. Gosch
Vice-President .....Henry White
Secretary.....Nathan M. Rudich
Treasurer.....Irvin P. Sulds

DIRECTORS

Walter Armitage, Charles Basch, Judy Dupuy, Arthur Erlich, Oliver Nicoll.

COUNSEL

James L. Fly

FUNCTIONS

The National Society of Television Producers (NSTP) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded television programs. Membership in NSTP is open to all such independent producers or production firms provided they are not part of, or associated with, an advertising agency, television network, or local television station.



TV BRINGS SHOWROOM TO PROSPECT —POTENT FORCE IN VISUAL SALES

by
KENNETH W. STOWMAN
TV Sales Manager, WFIL-TV, Philadelphia

TELEVISION is the greatest advertising medium yet developed and its early shadow forecasts a tremendous effect upon American marketing and distribution, even within the coming decade. In the past year alone, TV's versatility and effectiveness have been profitably demonstrated. The measure of the medium's national impact awaits only the construction and operation of stations throughout the country.

The surveyed, estimated and reported state of television in 1949 is an optimistic and exciting record. There were, at year's end, 98 operating stations, with an additional 20 holding construction permits. The sales of TV-Radio-Phonograph combinations topped all other merchandise in sales gains during October, according to the survey of the Federal Reserve Bank of New York. There were estimated to be some 3,900,000 TV sets in use and the estimate for the end of 1950 was placed conservatively at 9,000,000.

•

Television's growing market in 1949 was exceeded in interest only by the commercial activity within the market. In one year, from October '48 to '49, the number of advertisers utilizing television was increased 282 per cent. And a breakdown in sponsor category revealed the clients to be, in numbers, 76 national network (programs), 399 national and regional spot and 1416 local retail.

As a sales medium, TV knows no restrictions but the limits of good taste and, for this reason, virtually all products may be acceptably presented. In fact, the diversity of the products which have been sold successfully via television to date is the medium's strongest bid to power. The roster of sponsors on WFIL-TV in 1949, for example, ranged from F. W. Woolworth Co. to Corlies Furs, Inc. For the latter client, the sale of a $3200 mink coat was directly traceable to one specific participating spot. And, so impressed with its Philadelphia video debut was Woolworth, that television is said to be written into the company's plans in other cities.

Television provides for the advertiser a family-group audience matched by no other medium. And a sales message on TV does more than describe the product; it permits immediate demonstration. The effect of this technique is no where more dramatic than on higher priced merchandise. Sales, which in the past, were completed only after individual and sometimes repeat demonstrations, can now be made practically on sight. The new design, construction and added features of the late model automobile are familiar to the TV viewer-prospect long before his first visit to the showroom. The same situation applies to the major home appliance field, and even touches the limitless lines of household effects and decorating aids.

•

Television's unique powers of demonstration can be applied to almost any product marketable. From hints on how to prepare the family dinner—with brand name canned goods—to repairing the homestead roof—with store bought shingles—television *shows* the buyer how to use the merchandise and thereby stimulates the buying.

We have seen so far only partial evidence of television's selling potency but we can predict with fair accuracy its potentialities when FCC restrictions are lifted and there is a TV station operating in every market. We could multiply today's black and white results by any given factor and see a clear picture of future accomplishment. The advent of color television, however, lifts the future out of the bounds of imagination and makes pioneering and experimenting a lively project for years to come. Percentagewise, color-TV might well dwarf what now seems, and is, the towering effectiveness of sight and sound selling as we know it now.

Television Producers Association

7063 SUNSET BLVD., HOLLYWOOD 28, CALIF.
Granite 6930

OFFICERS

President.....Mal Boyd
Vice-President.....Michael Stokey
Exec. Vice-President....Bernie Ebert
Secretary.....Gladys Rubens
Treasurer.....Maleese Black

BOARD OF DIRECTORS

Mal Boyd, Michael Stokey, George Fogle, Gladys Rubens, Maleese Black, Syd Cassyd, Jon Slott, Mort Singer, Robert Coleson, Bernie Ebert.
Legal Counsel.....Max Gilford

FUNCTIONS

A non-profit organization to cultivate harmony and unity among its members and between them and firms, corporations or individuals within or without the telecast industry; to improve the working conditions of its members and their protection against unjust practices or impositions upon their fair rights, by those with whom they have business relations.

•

Television Film Producers Association

8822 W. WASHINGTON BLVD., CULVER CITY, CALIF.
Texas 0-4525

OFFICERS

President.....Hal Roach, Jr.
Vice-President.....Carl Dudley
Secretary.....Glenn Miller
Treasurer.....Roland Reed

BOARD MEMBERS

Herbert Strock, Wallace Worsley, Al Herman, Perry King, Bernard J. Carr.

FUNCTIONS

Non-profit organization for furtherance of television film, standards, practices, etc.

THE FUTURE OF TV RESEARCH — NEED OF AUDIENCE CENSUS

by
BARRY T. RUMPLE

(*Continued from Page* 1111)

the dimensions of sound radio. This will continue to be true in television.

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As television develops in the next five years there will surely be a need to provide local station managers and program producers with fast ratings based on one week each month in major markets as a guide to program popularity and the effects of competition. For this purpose the telephone and instantaneous recorder techniques seem well adapted. Research at the local level can be supplemented profitably by the use of diaries to cover the outlying areas and provide data on the habits of all socio-economic groups, non-telephone homes, etc. Preferably, this type of research should reflect television viewing during weeks not regularly measured by telephone or recorder techniques. From the standpoint of expense and flexibility the diary method, at this stage of development, appears to have great potentialities as a rating tool.

For network purposes the fast ratings obtained in major markets may be combined to yield useful indices of program trends on a national basis. More detailed data cutting across socio-economic lines is less frequently required and can undoubtedly be provided by recorder devices particularly for such items as cumulative audience, flow, minute by minute data, etc.

By recognizing and utilizing the special attributes of each of the numerous techniques now available the researcher may be assured of adequate and usable program measurements in television.

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Fourth, and of supreme importance, there should be a real impetus given to qualitative forms of research—measurements of the depth and breadth of television. Alert advertisers in radio have already discovered that ratings alone are not enough—that it is more important to know whether he is reaching the right kind of audience for his product and what effect his program has in moving people to purchase the product. With investments in TV programming so much higher than in radio it is going to be incumbent on research to demonstrate that the added dimensions of sight and motion really pay off at the cash register. Studies conducted thus far, although not numerous, clearly indicate that television exerts a tremendous influence on consumer purchases. Evidence of this kind, including intensive attitude data concerning program and commercial viewing habits must come as a result of personal interviewing among carefully controlled samples. Closely linked to this type of research are methods now in use to uncover ways of improving various elements in programs and determining the degree of audience acceptance before a program goes on the air. This is an unbeatable combination which is destined to play a leading role in television research of the future. Television's impact is not disputed but it must be adequately utilized by program producers and advertisers. Qualitative research is a prime tool to assist in making TV pay off in terms of audience appeal and sales results.

•

There is every reason to expect that research in television will progress with the expansion and development of the new medium. It can draw upon the knowledge and experience learned in radio and it has the qualified technicians to direct its efforts. To its credit are the higher standards of research practice and the greater acceptance of research findings at management levels. With imaginative planning, capable execution, and effective interpretations television research in the future can make a truly worthwhile contribu- to the development of this powerful new medium.

TELEVISION TALK

A Modern Glossary

(*Courtesy "Tele Tech" & Radio Corp. of America*)

The advent of television has brought with it a new vocabulary born in the research laboratories, studios, factories—indeed, all parts of the industry. As new techniques are developed, new words and new phrases are coined almost daily. What follows, therefore, is a glossary of the new language of a new and vital part of American life:

A

AMPLITUDE—The magnitude of any quantity, particularly voltage or current.

AMPLITUDE MODULATION—The periodic variation of the voltage or current amplitude in a circuit in accordance with some signal transmitted. Used for television picture transmission.

ANTENNA—An electrical circuit for radiating or receiving electromagnetic waves (radio).

ASPECT RATIO—The ratio of picture width to picture height. Now 4:3.

AUDIO—(I hear.) A term applied to any part of a radio or electrical system handling frequencies in the audible range, normally from 20 cycles to 15,000 cycles per second.

B

BAND-PASS FILTER—An electric circuit which will transmit frequencies between two limits and reject others outside those limits.

BANDWIDTH—The arithmetical difference between the maximum and minimum frequencies required to convey the information being transmitted, either visual or aural.

BLACKER-THAN-BLACK—A portion of the television signal devoted to synchronizing. These synchronizing signals are transmitted at a higher power than the blackest part of the picture, so that they will not appear on the screen.

BLANKING—The process of cutting off the cathode ray during the time it is not forming a part of the picture. This occurs when the spot returns from the far right to begin the next line and from the bottom to the top of the picture.

BLOCKING OSCILLATOR—A type of oscillator which generates pulses which can be shaped to saw-tooth signals used for scanning in a cathode ray tube.

BLOOM—The condition of overall bright illumination of the picture tube obscuring any picture detail.

BOOSTER ANODE—An auxiliary conductive coating placed inside a cathode-ray tube near the screen. Because of a high positive voltage applied, it causes a brighter picture.

BRIGHTNESS CONTROL—A control on the receiver for regulating the overall brightness of the picture.

C

CAMERA TUBE—The electron tube used to translate a scene into electrical impulses.

CARRIER—The term applied to the transmitted high frequency radio wave which is modulated by the audio and video signals.

CATHODE—The electrode in a tube from which electrons are obtained, usually by heating or by photoelectric effects.

CATHODE RAY TUBE—An electron tube in which streams of electrons from a cathode are formed into a pencil-like beam and directed by means of electric or magnetic fields over a target, usually a fluorescent screen which glows wherever the beam strikes.

CHARACTERISTIC IMPEDANCE—The input impedance of a transmission line infinitely long or a short line terminated in its characteristic impedance. The impedance is independent of length and depends on size of conductor and spacing.

CLIPPER—A circuit or device which transfers only that part of a signal that exceeds a critical amplitude. In television these circuits are used to separate the synchronizing pulses from the video signal.

COAXIAL CABLE—A particular type of cable capable of passing a wide range of frequencies without the usual prohibitive losses. Such a cable in its simplest form consists of a hollow metallic conductor with a single wire accurately supported along the center of the hollow conductor.

CONTRAST—This refers to the ratio of black to white portions of a picture. Pictures having high contrast have very deep blacks and brilliant whites, while a picture with low contrast has an overall gray appearance.

CONTRAST CONTROL—A control on the receiver which regulates the video signal strength. This has the effect of changing the ratio of the black and white portions of the picture. It corresponds to the volume control in an aural receiver.

CONTROL ROOM—Studio facilities room in which television cameras, lighting, shading and mixing control is performed.

CYCLE—One complete set of values in any series of phenomena which repeats periodically. In radio this usually refers to one complete range of values for either voltage or current.

D

DAMPING CIRCUITS—These circuits are used to prevent high voltages from being induced in the deflection coils when the current changes suddenly.

DC RESTORER—This circuit regulates the average brightness of the television picture tube to correspond with the average brightness of the scene being transmitted.

DC TRANSMISSION—This term applies to circuits which will pass zero frequency—that is, direct current.

DEFINITION—Refers to the degree of picture detail accomplished by the receiver circuits.

DEFLECTION—The movement of the cathode ray beam by electric or magnetic fields.

DEFLECTION YOKE—The combination of coils used to direct the cathode ray up-and-down and right-and-left to form the image.

DELAY SCREEN—A fluorescent screen used in some cathode ray tubes, which has the property of phosphorescence. The light intensity of any particular spot dies out gradually after the ray moves to a new position when this material is used.

DIFFERENTIATING CIRCUITS—These circuits respond to the rate of change of a pulse and are used in synchronizing the receiver scanning.

DIODE—A vacuum tube having two elements, one of which emits electrons (the cathode) and the other the anode which attracts electrons. It is used for rectification (detection), that is, the conversion of alternating currents into direct currents.

DIPOLE ANTENNA—An antenna consisting of two conductors, usually of equal length extending in the same straight line, with a pair of lead or feeder wires connected at or near the inner ends. For television the physical dimensions are such that self-supporting metal rods or tubes can be used. (See Antenna).

DIRECTOR—A section of an antenna used to increase the pick-up from the side on which the director is placed.

DISSECTOR TUBE—The special type of television camera tube developed by Philo T. Farnsworth.

DISTORTION—Any nonlinear change in the original frequency, amplitude or phase of a radio signal caused by equipment incapabilities.

DIVERGENCE—The spreading of a cathode ray stream due primarily to the mutual repulsion between the electrons that compose it. The function of the focusing arrangement in the tube is to counteract this effect.

DOLLY—The movable stand upon which the television camera is mounted.

DOUBLE SIDE BAND—When a carrier is modulated by a plurality of signal frequencies, two new, distinct bands of frequencies appear, of frequencies higher and lower than the carrier frequency. Double side band systems utilize both of these bands.

E

ELECTRODE—A metallic conductor introduced into a vacuum tube for a specific purpose. It must be electrically connected to the external circuit. In general each electrode is referred to by its specific use, such a cathode, grid, anode, etc.

ELECTROMAGNETIC FOCUSING—A system in which magnetic fields parallel to the motion of the electrons are used to confine them to a narrow beam.

ELECTRON—The smallest electric charge having a negative polarity.

ELECTRON GUN—That part of a cathode ray tube in which the electrons are emitted, and formed into a beam.

ELECTRON LENS—A systematic arrangement of electromagnetic or electrostatic fields, having symmetry about the axis of a cathode ray tube, as to their radial components, established for the purpose of controlling the divergence and convergence of the electron ray.

ELECTRON MULTIPLIER—An evacuated amplifier tube in which one or more anodes have photoelectric surfaces which are exceedingly active as to secondary emission. The original electron emission is cascaded by the secondary effects.

ELECTRON TUBE—A device employing a cathode, an anode and possibly additional electrodes for controlling the volume and/or direction of flow of electrons which constitute electric current.

ELECTROSTATIC FOCUSING—A system in which electric fields are employed to confine the electrons into a thin stream.

EMISSION—The continuous liberation of electrically charged particles, either ions or electrons, into space (usually evacuated) from a surface. The most important case practically is where these particles are negatively charged, i.e., electrons.

EQUALIZING PULSES—These are signals transmitted after each vertical synchronizing pulse to insure correct start of horizontal sweep circuit.

F

FACSIMILE TRANSMISSION—The electrical transmission over wires or radio circuits of printed records and pictures. While this term originally referred to black-and-white line reproductions only, it is now considered to include processes producing halftone and shaded effects as well.

FADE-OUT—A camera technique in which a scene is gradually dimmed from view.

FIDELITY—The faithfulness with which a system reproduces audio or video signals.

FIELD—This term refers to one set of scanning lines making up a part of the final picture. In present standards, pictures are transmitted in two fields of 262½ lines which are interlaced to form 30 complete frames per second.

FLICKER—Fluctuations in the overall brightness of pictures. Not encountered in normal television operations.

FLUORESCENT SCREEN—A chemical coating on the inside of a cathode ray tube which emits light at the point where a cathode ray beam strikes.

FLYBACK—In scanning, the spot is moved across the screen at a definite rate in one direction for each scanning line. It is necessary to restore it to the start of the next line in a very short interval of time, say three or four millionths of a second. This return time is termed flyback, and the voltage to accomplish it is called flyback voltage.

FOCUS—In a cathode ray tube this refers to the size of spot of light on the screen. The tube is said to be focused when the spot is smallest. This term also refers to the optical focusing of the camera lenses.

FRAME—One of a series of complete pictures that are succesively viewed so as to simulate moving scenes. In television, thirty are sent each second.

FRAME FREQUENCY—The rate at which frames are sent each second in the various moving picture and television applications.

FRAMING CONTROL—This control on a receiver adjusts the picture repeat rate to that of the transmitter. It is also called the vertical hold control.

FREQUENCY—A term applied to the rate of repetition of voltage or current or other periodic functions.

FREQUENCY MODULATION—A process by which the carrier frequency is modulated in accordance with the information to be transmitted. Used for television sound transmission.

FUNDAMENTAL—The basic frequency of a wave or sound. It is sometimes referred to as the "first" harmonic.

G

GAS-FILLED TRIODE—A type of vacuum tube in which the elements operate in an atmosphere of gas, such as mercury, argon, helium, etc.

GHOST—A secondary picture formed on a television receiver because the signal from the transmitter reaches the antenna by more than one path. Ghosts may be caused by the radio signal being reflected from objects near transmitter or receiver.

H

HALATION—The ring of illumination which surrounds the point at which the electron beam strikes the fluorescent screen caused by reflections of glass surfaces.

HARMONICS—In electrical and radio circuits the fundamental current waves are usually accompanied by others whose frequencies are equal to some whole number multiple of that fundamental. These multiples are called harmonics.

HEAVISIDE LAYER—The ionosphere. A region of ionized air some fifty miles above the surface of the earth. Its lower boundary acts as a reflective surface or

"mirror" for radio waves of certain frequencies. Rapid changes in the height of this lower boundary and its contour causes much of the radio interference and fading.

HETERODYNING—The process of changing frequency by combining the received signals with the output of an oscillator tube in the receiver.

HORIZONTAL CENTERING—The position of the picture with respect to the axis of the cathode ray tube. This is accomplished by a control on the receiver.

HORIZONTAL HOLD CONTROL—A control on the receiver for adjusting the number of lines per second to correspond with that of the transmitter.

I

ICONOSCOPE—A designation used by RCA for a particular type of cathode ray camera tube developed for the purpose of picking up the scenes to be televised.

IMAGE DISSECTOR—A television camera tube developed by P. T. Farnsworth in which the photoelectrons are moved past a pickup aperture by deflection circuits.

IMPEDANCE—A combination of electrical resistance and reactance, analogous to mechanical friction and inertia.

INTEGRATING CIRCUITS—Circuits used to add up the energy of a number of repeated pulses. These circuits are used in the receiver for vertical synchronization.

INTERFERENCE—Random electrical signals which cause noise in the audio system and disrupt the picture in television. This includes automobile-ignition impulses, some diathermy apparatus, neon signs, FM and short wave stations, etc.

INTERLACING—A system whereby the odd numbered lines and the even numbered lines of a picture are sent as two separate successive fields and superimposed to create one frame or complete picture.

ION—An electrified particle formed when an atom of gas loses or gains electrons.

ION SPOT—A discoloration on the center of the screen of a cathode ray tube caused by heavy negative ions striking it.

K

KERR CELL—A chemical solution which changes its light transmission characteristics when electric fields are applied to the solution. An early form of a television reproducer system no longer used.

KEYSTONE EFFECT—A distorted field or background noticed in some cases with television pictures, where the opposite edges are not parallel.

KILOCYCLE—One thousand cycles.

KINESCOPE—A name applied to the cathode ray tubes used in television receivers built by RCA.

L

LENS—A radial field (electrostatic or magnetic) applied concentric with a cathode ray to concentrate the diverging electrons into a single slender beam, is called a lens.

LINE—The path covered by the moving electron spot. The intensity of the spot along this path is altered to create that portion of the picture. In present system 525 lines make up the complete picture.

LINEARITY—A term used to refer to the straightness of a characteristic curve, or a portion of that curve, that shows the relation between two quantities or circuit factors. The uniformity of distribution of a regular pattern on a picture tube.

LINE FREQUENCY—The number of lines scanned each second. In any system it is equal to the number of scanning lines per frame, multiplied by the framing frequency.

LINE OF SIGHT—A straight, unobstructed path between two points.

LIVE TALENT—"On-the-spot" televising of events and people in contrast to transmission of film material.

M

MEGACYCLE—A total of one million cycles.

MICROPHONE BOOM—The arm which carries the microphone above the area being televised.

MICROWAVE—This term generally refers to radio waves having a wavelength of less than one meter, that is, one having a frequency greater than 300 megacycles.

MODULATION—A process of altering the amplitude, phase or frequency of a radio carrier in accordance with the information to be transmitted.

MODULATION GRID—An electrode interposed between the cathode and focusing electrodes in a cathode ray tube, to control the amount of emission and thereby the brilliance of the spot. This controlling effect is produced by altering the voltage of this grid with respect to the cathode.

MONITORING—The technique of controlling, at the transmitter, the picture shading, and other factors involved in the transmission of both the scene and the accompanying sound.

MONOSCOPE—A television camera tube which contains a simple picture or pattern used for test purposes.

MOSAIC—The screen used in an Iconoscope so called due to its similarity to that form of art wherein a great many bits of colored tile are combined so as to form a picture.

MULTIPATH TRANSMISSION—The condition in which the radio signal from the transmitter travels by more than one route to a receiver antenna usually because of reflections from obstacles. This condition usually results in ghost pictures.

N

NEGATIVE GHOST—Image in which black areas are white and white areas black.

NEGATIVE TRANSMISSION—This has to do with the polarity of transmission of a television signal, or the direction of modulation to produce the light and dark parts of the picture. In negative transmission a white area corresponds to a decrease in the carrier amplitude. This is the present U. S. method.

O

ORTHICON—A television camera tube now seldom used, in which some of the features of the image dissector and Iconoscope are combined.

P

PANNING—(From panorama). A camera technique in which a large arc of the scene is shown by swinging the camera around a central point.

PEAKING—A technique of increasing the response of amplifiers at some particular range of frequencies. Also applied to certain sweep voltage wave shape characteristics.

PEDESTAL—A portion of the television video signal used to blank out the cathode ray beam as it flies back from the right edge of the picture to the left.

PERSISTENCE OF VISION—A characteristic of the human eye which retains the details of a scene for a fraction of a second.

PHASE—A term used to designate the time relation between the maximum points of two recurrent electrical quantities such as voltage, current, etc. It is expressed in degrees of a circle, one complete revolution of which represents one cycle of one of the waves.

PHASE SHIFT—Any change in the phase relations of current or voltage.

PHOTOELECTRIC EMISSION—The phenomena of electrons being emitted from certain materials when they are exposed to light.

PHOTOELECTRIC TUBE—A tube in which electrons can flow to a charged anode when light falls on the tube causing emission.

PICTURE ELEMENT—A minute section of a given scene as reproduced by the cathode ray spot at any instant.

PICTURE NOISE—Interference signals causing spots of light and other irregular patterns on the received picture.

POLARIZATION—A term usually applied to the position of the transmitting antenna, that is horizontal or vertical. The receiver antenna should correspond in most instances to that of the transmitter. At the present time horizontal polarization is standard.

POSITIVE TRANSMISSION—A television system in which maximum radiated power from the transmitter corresponds to maximum white area in the picture. Not used in this country.

R

RASTER—A term applied to the group of lines appearing on the cathode ray tube in the absence of an incoming video signal.

REACTANCE—Opposition to the flow of alternating current by the inductance and capacity (but not resistance) in an electrical circuit.

RECTIFIER—A device which changes alternating current to direct current.

REFLECTOR—A part of an antenna system used to prevent pick-up of signals in one direction and increase it in the opposite direction.

RELAXATION OSCILLATOR—An oscillator whose frequency is readily controlled by the application of a synchronizing signal. Used to generate scanning voltages.

RETURN TRACE—The lines on the cathode ray screen formed as the cathode ray beam moves back to its starting position. Not visible when a signal received.

S

SAW-TOOTH—A voltage or current whose variation with time follows a saw-tooth

outline. This is the basic wage shape used to sweep the spot over the cathode ray tube screen.

SCANNING—The process of forming a picture by a spot of light of changing intensity moving at high speed from left to right and in a sequence of rows or lines from top to bottom.

SCANNING LINE—One line from left to right of a picture being transmitted.

SCHMIDT OPTICAL SYSTEM—An optical train utilizing a high intensity kinescope, a spherical mirror and correcting lens to project an enlarged television image onto a viewing screen.

SENSITIVITY—A measure of the ability of a receiver or other device to produce a given output for a given input.

SERVICE AREA—The extent of terrain over which the signals from a television transmitter can be successfully received.

SHADING—The process of correcting the light distribution of the image produced by the television camera. This is a part of the station monitoring job.

SIDE BANDS—The groups of frequencies higher and lower than the carrier which contain the information being transmitted and produced by the process of modulation.

SIGNAL—The electrical impulses which represent the sound or picture elements being transmitted.

SIGNAL-TO-NOISE RATIO—The relative proportion of signal strength to atmospheric and man-made interference encountered at any specific location.

SPECTRUM—A band or range of frequencies.

SPOT—The light produced by the slender beam of electrons on the fluorescent screen.

SWEEP—The uniform motion of the electron beam across the face of the cathode ray tube.

SYNCHRONIZATION—The process of keeping the moving beam of electrons at the picture tube in the exact relative position with the scanning process at the transmitter.

T

TELEVISION—Literally, seeing at a distance. A system of transmitting a scene by dividing it, by a scanning process, into a great number of elemental areas and representing each area by an electrical signal. The electrical signals are received and used to control the intensity of a spot of light to correspond to the light and shade of each original picture area as the spot is moved over a screen, in synchronism with the scanning at the transmitter.

TELEVISION CAMERA TUBE—A cathode ray tube used to convert light and shade portions of a scene into electrical signals.

TELEVISION PICTURE TUBE—A cathode ray tube in which a picture being transmitted is recreated by a moving beam of electrons.

TEST PATTERN—A drawing containing a group of lines and circles, etc. transmitted for receiver and transmitter test purposes.

TRAP—A circuit used to reject unwanted signals.

TRIMMER—A device which permits a resonant circuit to be tuned over a limited frequency range.

V

VESTIGIAL SIDE BAND TRANSMISSION—A method of suppressing part of one side band to limit bandwith requirements.

VERTICAL CENTERING—The control which regulates the position of the picture vertically on the screen.

VERTICAL HOLD—A control on the receiver to adjust the field rate of the scanning to that of the transmitter.

VIDEO—(I see.) The portion of the television signal which contains the picture information.

VIEWING MIRROR—A mirror used to reflect the image formed on the picture tube at a convenient viewing angle.

W

WAVEGUIDE—A hollow tube of metal or plastic used to conduct microwaves between points of usage at transmitter and receiver.

Y

YOKE—A set of coils used around the neck of a cathode ray tube to produce horizontal and vertical deflection of the electron beam.

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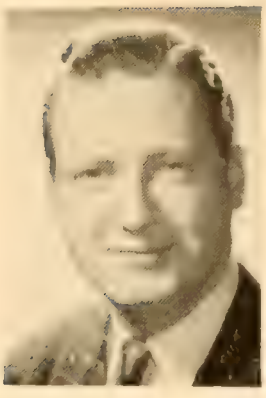
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PROMOTION NEEDS OF SPONSOR GETS CONSIDERATION AT WLW

by

JAMES CASSIDY

Director of Public Relations, Crosley Broadcasting Corp.

THE train from New York would arrive in Cincinnati's Union Terminal in 30 minutes. The agency account executive, idling over his coffee, flipped to the radio page of the Columbus paper which happened to be lying on the table. He noted the WLW ad next to the program log and reflected, "They go a long way from the home lot with their promotion."

Then he remembered that Columbus is no further than shortstop on WLW's particular lot.

At the Cincinnati terminal he got another sample. Marching past a long line of cabs to snag a vacant one, he saw the colorful tire—cover ads with which WLW embellishes Cincinnati's largest taxi chain and the consciousness of several million people every week.

"Not bad," he reflected. That was at 8:30 a.m.

"But by 5:30 that afternoon," he later told Bob Dunville, Crosley Broadcasting president, "I had found out something I never suspected about your organization. I knew you did a good job at drumming up an audience through these ads and so on, to make people want to tune in. What I didn't fully realize is what your organization does to make people *buy* what they've heard about—after they tune in.

•

What the account executive might have added to his remarks about WLW merchandising is that the whole benevolent iceberg is there to smash sales resistance. Which brings up a point of first importance in the WLW philosophy —if the men behind the counter aern't behind your advertising campaign, your advertising dollar can't do its best work.

For 11 years now (and initially to the accompaniment of raised eyebrows in the trade) WLW's Merchandising Department has been making hundreds of thousands of dealer, jobber and wholesaler contacts, wearing out an uncomputed tonnage of shoe leather in the process, to guarantee that the almost $5,000,000 currently spent by advertisers on the station each year are dollars that way their way. The process is now being extended to Crosley Broadcasting Corporation's three television stations, WLW-T, Cincinnati; WLW-D, Dayton, and WLW-C, Columbus.

WLW's merchandising efforts are handled in three divisions: grocery, drug, and special. Within a normal six-month period, in excess of 150,000 merchandising contacts are usually made.

For testing products in relation to advertising claims, and for determining consumer attitudes toward products, packages, prices and so on, WLW maintains a Consumer's Foundation, a panel of 1,000 housewives, selected on a strict basis of stratification. The Foundation has been useful in such diverse tasks as helping a coffee manufacture decide which of two new blends of coffee would sell better, discovering for an Eastern fish canner who wanted to enter the midwest territory that there wasn't enough market to justify the move, and finding the reaction to a new type of adhesive for false teeth.

•

To this is added the People's Advisory Council, a panel of 2,930 representative homes to get opinions on WLW, its competitors, sponsors, contests and associated matters; and finally, the WLW Test Stores, numbering 50 in the drug and 75 in the grocery field, which have been responsible for such interesting WLW-area discoveries as the fact that one soup manufacturer ought to change his label (dirt adhered to it), and that a wax manufacturer in Chicago would make more money if he revised his selling plan.

Thus constituted, the WLW merchandising plan is helping move scores of millions of dollars of goods off shelves every year — a robustly satisfactory state of affairs for all concerned.

TELEVISION PROGRAMS

Commercially Sponsored

□

Network

□

Local

NINETEEN FIFTY

COMMERCIAL TELEVISION PROGRAMS — 1949
(Network and Local)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs as well as locally sponsored programs of television stations in operation during 1949. The programs listed are for the 12-month period ending Dec. 31, 1949. Listing includes program title, sponsor and product, network or station and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, DuMont, NBC and the television stations listed.

A

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Acme Weather Fotocast	Alliance Tenna-Rotor	WEWS	Foster & Davies
Action Autographs	Bell & Howell Motion Picture Cameras, Projectors and Equipment	ABC	Henri, Hurst & McDonald, Inc.
Admiral Broadway Review	Admiral Corp. Refrigerators, Ranges, Radio TV sets	NBC-TV	Kudner Agency, Inc.
Admiral Girls Baseball	Peter Fox Brewing Co. Beer	WBKB	Carroll Dean Murphy
Admiral Girls Baseball	Admiral Corp. TV Sets, etc.	WBKB	
Adventure Album	No-Trishus Foods	KTLA	Scholts
Adventure Time	Wometco Theatres Theatre Chain	WTVJ	Direct
Adventures of Cyclone Malone	Good Humor Co. Curries, Ice Cream, Cakes, Candies	KNBH	J. G. Stevens, Inc.
The Aldrich Family	General Foods Corp. Jello Products	NBC-TV	Young & Rubicam, Inc.
All American Golf Tournament	Geo. S. May Co.	Du Mont	M. M. Fisher Assoc.
All Star Baseball Game at Ebbetts Field	Gillette Safety Razor Co. Gillette Shaving Cream, Razors, Blades	CBS-TV	Maxon, Inc.
All Star Bowling Matches	Brunswick, Balke, Collender Pabst Brewing Co.	Du Mont	Al Paul Lefton Co.

All Star Laker's Basketball	Minneapolis Brewing Co.	WTCN-TV	BBD&O
All Star Laker's Basketball	General Mills	WTCN-TV	Knox Reeves
Amanda	Illinois Meat Co. Broadcast Brand Corned Beef Hash	WABD	Arthur Meyerhoff & Co.
Amazing Doctor Polgar	Trimount Clothing Co. Clipper Craft Clothes	CBS-TV	Wm. H. Weintraub Co., Inc.
American Minstrels 1949	Flagstaff Foods Food Products	WJZ-TV	Weiss & Geller
American Minstrels 1949	Nedick's Products	WJZ-TV	Weiss & Geller
Americana	Firestone Tire & Rubber Co. Tires and Tubes	NBC-TV	Sweeney & James Co.
America's Town Meeting	Modern Industrial Bank	WJZ-TV	Metropolitan Advertising Co.
Morey Amsterdam Show	DuMont Receiver Sales DuMont TV Sets	DuMont	Buchanan & Co.
Andy's Barn	Chappell's Department Store G. E. Products	WHEN	
Announcements	Unicorn Press Encyclopedia	WJZ-TV	Leonard Advertising
Annual Report—	Union Oil Co. of Calif. Lubricants	CBS-TV	Foote, Cone & Belding
Armchair Detective	Whitehall Pharmacal Co. Div. of American Home Products Corp. Anacin, Kolynos	CBS-TV	Benton & Bowles, Inc.
Around The Town	Bates Fabrics Inc. Fabrics and Sheets	NBC-TV	James P. Sawyer, Inc.
The Arrow Show	Cluette Peabody & Co., Inc. Neckwear, Sportswear, Men's Shirts, Collars	NBC-TV	Young & Rubicam, Inc.
At Home With Mildred Carlson, The	Boston Post Newspaper	WBZ-TV	Chambers & Wiswell
At The Mat	Troup Engineering	KTLA	Paul Jones
At The Mat	Polaroid Filter	KTLA	Cayton
Auction-Aire	Libby McNeill & Libby Libby Products	ABC	J. Walter Thompson
Auction Night	General Electric Supply Corp.	WXYZ-TV	
Author Meets the Critics	General Foods Corp. Jello Products	NBC-TV	Young & Rubicam, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Background for Living	Barker Bros. Furniture	KTLA	Mays & Co.
Backstage With Barry	Household Finance Corp. Finance Loans	CBS-TV	LeVally, Inc.
Baltimore Orioles	Gunther Brewing Co. Beer	WMAR-TV	Ruthrauff & Ryan
Band of America	Cities Service Gasoline, Oil	NBC-TV	Ellington & Co., Inc.
Bandstand Review	Central Chev.	KTLA	Hunter
Red Barber's Club House	U. S. Army & U. S. Air Forces Recruiting Services	CBS-TV	Gardner Advertising Co.
Barbershop Quartet	Frankenmuth Brewing Co.	WXYZ-TV	Wm. B. Randall Co.
Barn Dance	Troup Engineering	KTLA	Paul Jones
Baseball	R. J. Reynolds Cigarettes	WGN-TV	William Esty
Baseball	Peter B. Hand Beer	WGN-TV	BBD&O
Baseball	P. Ballantine Beer	WABD	J. Walter Thompson
Baseball	Holiday Motors	WATV	Dale Advertising Agency
Baseball	Philco Distributors	WBKB	
Baseball—Brooklyn	Schaeffer Beer	WATV	Batten, Barton, Durstine & Osborn
Baseball Fanfare	Brown Shoe Co.	WABD	Leo Burnett Co., Inc.
Baseball Games	West Texas Appliance Co. Philco Distributors	WBAP-TV	McBride Advertising
Baseball Games	Pabst Blue Ribbon Beer	KLAC-TV	
Baseball Games	Nicolson-Jones Motor Co. Lincoln-Mercury Dealer	WBAP-TV	McBride Advertising
Baseball Games	Southwestern Co. Philco Distributors	WBAP-TV	McBride Advertising
Baseball Games	Chevrolet Dealers Ass'n. Chevrolet Cars	WBZ-TV	Chambers & Wiswell

Baseball Games	Narragansett Brewing Co. Beer & Ale	WBZ-TV	Standish, Inc.
Baseball Games	Various	WPTZ	Various
Baseball Giants	Liggett & Meyers Chesterfield Cigarettes	WPIX	Newell-Emmett
Baseball Interviews	Nicolson-Jones Motor Co. Lincoln-Mercury Dealer	WBAP-TV	McBride Advertising
Baseball Scoreboard	Ford Dealers Ford Cars	WXYZ-TV	J. Walter Thompson Co.
Baseball Scoreboard	Kupper's Tavern	WICU	Local
Basketball Games	Nash-Kelvinator	KLAC-TV	
Basketball—High School and College	Athletic Supply & Motorola Sporting Goods, Radio-TV	WSPD-TV	Wendt
Basketball Roundup	Theatre Equipment	WSPD-TV	
Basketball—St. Francis and Seton Hall	Little Ferry Auto Assoc. Used Cars	WPIX	Flint Advertising
Beat The Band	Egan & Bisbing Philco Appliances	WHEN	
The Big Story	American Cigarette & Cigar Co. Pall Mall Cigarettes	NBC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
Big 10 Highlights	Ford Dealers Ford Cars	WXYZ-TV	J. Walter Thompson
The Bigelow Show	Bigelow-Sanford Carpet Co. Carpets	NBC-TV	Young & Rubicam, Inc.
Birthday Party	Tot's 'N Teens, Trasks Dept. Store Children's Shoes	WICU	Local
Bonny Maid Versatile Varieties	Bonafide Mills, Inc. Linoleum	NBC-TV	S. R. Leon & Co., Inc.
Boston Bruins Hockey Games	Chevrolet Dealers Assn. Chevrolet Cars	WBZ-TV	Chambers & Wiswell
Boxing	Croton Watch Co. Watches	WABD	Franklin Bruck Advertising Agency
Boxing	Century Distributing	KTLA	Weinberg
Boxing	Pittsburgh Brewing Co.	WDTV	Smith, Taylor & Jenkins
Boxing	Peter B. Hand Beer	WGN-TV	BBD&O
Boxing	Czerwiec Lumber Co.	WGN-TV	Direct

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Boxing	The Odell Co. Trol Hair Tonic	WABD	L. C. Gumbinner Agency
Boxing	Krueger Beer Beer	WABD	Geyer, Newell & Ganger
Boston & Maine Show, Featuring "Dahl"	Boston & Maine R.R. Transportation	WBZ-TV	Harold Cabot Agency
Boxing Bouts	Gillette Safety Razor Co. Safety Razor Blades and Shaving Cream	NBC-TV	Maxon, Inc.
Boxing From Broadway Arena	Bedford Appliances Electric Appliances	WOR-TV	N. C. Greenfield
Boxing From Eastern Parkway	R & H Brewing Co. Beer	WPIX	Paris & Peart
Boxing From Ridgewood Grove	Krueger Brewing Co. Beer	WPIX	Geyer, Newell & Ganger
Boxing From Turner's Arena	Globe Brewing Co. Arrow Beer	WAAM-TV	Joseph Katz Co.
Boxing From Westchester	Piel's Beer Beer	WOR-TV	William Esty Co.
Boxing—Golden Gloves	Chevrolet Dealers Assoc. Autos	WPIX	Campbell-Ewald
Break the Bank	Bristol-Myers Co. Mum, Vitalis	ABC	Doherty, Clifford & Shenfield, Inc.
Break the Bank	Bristol Myers Co. Ipana, Vitalis, Sal Hepatica	NBC-TV	Doherty, Clifford & Shenfield, Inc.
Broadway Revue	Admiral Corp.	Du Mont	Kudner Agency
Art Brown's Talent Parade	Phillip's Radio & Appliance Co. Electrical Appliances	WOIC	Kal, Ehrlich & Merrick
Browns' Football Games	Leisy Brewing Co.	WNBK	McCann-Erickson
Bill Brundige—Sports	Sports Center Sports Equipment	WOIC	Kal, Ehrlich & Merrick

C

Camel Caravan of Sports	R. J. Reynolds Camel Cigarettes	DuMont	William Esty

Camel News Caravan	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC-TV	William Esty Co., Inc.
Candid Camera	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS-TV	The Biow Co., Inc.
Candlelight Revue	A. S. Beck Co. Shoes	WNBT	Dorland, Inc.
Cardinal Football Quarter Back Club	Peter Fox Brewing Co. Beer	WBKB	Carroll Dean Murphy
Card's Newsreel	Stephens Buick Buick Dealers	WTCN-TV	
Cartoon Parade	Lee Motors Automotive	WSPD-TV	Wendt
Cartoon Parade	Kuehmann's Co. Potato Chips	WSPD-TV	Wendt
Cartoon Theater	12th St. Market Food	WICU	Local
Cavalcade of Stars	Drug Store TV Prod.	Du Mont	Stanton B. Fisher, Inc.
CBS News with Douglas Edwards	Oldsmobile Motors Div. of General Motors Corp. Oldsmobile Cars	CBS-TV	D. P. Brother, Inc.
Celebrity Time	The B. F. Goodrich Co. Tires, Tubes, Rubber Products	ABC	Batten, Barton, Durstine & Osborn, Inc.
Charm Kitchen	Participation	WXYZ-TV	Various
Charm Time	Participation	WXYZ-TV	Various
Chesterfield Supper Club	Liggett & Myers Chesterfield Cigarettes	NBC-TV	
Chevrolet Telenews Weekly	Bresee Chevrolet New Cars	WHEN	
Chevrolet Tele-Theatre	Chevrolet Dealers Chevrolet Cars	NBC-TV	Campbell-Ewald Co., Inc.
Chicago Cooks with Barbara Barkley	Participation	WGN-TV	Various
Chicagoland Mystery Players	Chicago Tribune	WGN-TV	Direct
Child Care	Sanitary Diaper Service Diaper Service	WPIX	Miller Advertising Agency
Children's Hour	Horn & Hardart Co. Food	WNBT	Clements Co.
Circle The Globe	Lowrys Products	KTLA	California Advertising
City Hall	Uniform Fireman's Assoc. Club Group	WPIX	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Clock, The	Lever Bros. Lux, Rinso	NBC-TV	J. Walter Thompson Co.
Closeups	First Nat'l Bank of Boston Banking	WBZ-TV	Batten, Barton, Durstine & Osborn
Club Ha-Ha	Hamtramck Auto Dealers Assoc.	WXYZ-TV	Rex Advertising Agency
Club Time	Shopping Bag Food Stores	KLAC-TV	
The Colgate Theater	Colgate-Palmolive-Peet Co. Vel, Lustre Creme	NBC-TV	William Esty Co.
College Football Games	American Tobacco Co. Lucky Strike Cigarettes	NBC-TV	N. W. Ayer & Sons, Inc.
Collegiate Talent Tussle	Baltimore News Post & Sunday American Newspaper	WAAM-TV	
Collier's All-American Football	Local Chevrolet Dealers Assoc.	WABD	Campbell-Ewald Co. Inc.
Columbia Football Games	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	CBS-TV	Newell-Emmett Co.
Comic Capers	Sun-Times Newspaper Newspaper	WBKB	American National Video Product, Inc.
Command Performance	Clark Music Co. Musical Instruments	WHEN	
Connie Comes Calling	D'Arrigo Bros. Co.	WBZ-T	Ingalls-Minister
Country Store	Budget Pack Food Packages	KNBH	Brisacher, Wheeler Staff
Cowboy Thrills	Various Various	KTLA	Various
Crusade In Europe	Time, Inc. Time Magazine	ABC	Young & Rubicam, Inc.
Curbstone Cut Up	RCA Victor Distributors RCA Victor Products	WBKB	Al Paul Lefton Co.

D

Enid Day Presents	Davison-Paxon Department Store	WAGA-TV	
The Day's News	Bieber-Isaacs Men's Clothing	WHEN	

Democratization of Germany	American Jewish Congress Institutional	ABC	Direct
Kitty Dierken Shops For You	Participating	WAAM-TV	Various
Digest of Sports	Gaugh	KTLA	Noble Advertising
Dinner Date With Dottie	Fort Worth Battery Co., Porter Burgess Co. Motorola Distributors	WBAP-TV	Glenn Advertising
Dinner Platter	Various Various	WEWS	Various
Distaff	Various Various	WEWS	Various
Do You Know Baltimore	Cons. Gas. Electric & Power Co. Public Utility	WMAR-TV	
Dog Show at Madison Square Garden	National Biscuit Co. Milk Bone Dog Biscuits	CBS-TV	McCann-Erickson, Inc.
Dogs On Parade	Heeman Mfg½ Co. Wooster Dog Ration	WICU	Local
Don Winslow of The Coast Guard	Prince Macaroni Macaroni Products	WBZ-TV	H. C. Rossi Agency
Doodle With Galligan	Chevrolet Dealers Assn. Chevrolet Cars	WBZ-TV	Chambers & Wiswell
Dream Kitchen Time	Graybar Electric Co. Hotpoint Distributors	WBAP-TV	
Dress And Guess	Van Heusen Shirts Shirts	WEWS	Grey Advertising
Dude Ranch Party	W. T. Grant Co Department Store	WICU	Local
Dugout Dope	Dayton Bread Co. Miami Maid Bread	WLW-D	Hutzler Advertising Agency
Dugout Interviews	General Electric Supply Co.	WEWS	Batten, Barton, Durstine & Osborn
Ralph Dumke	Teldisco, Inc. TV Sets, Radios and Appliances	WABD	Green-Brodie
Dunninger & Winchell	Bigelow Sanford Co. Rugs and Carpets	CBS-TV	Young & Rubicam, Inc.
Duquesne Scoreboard	Duquesne Brewing Company	WDTV	Walker & Downing

E

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Easy Aces	Phillips Packing Co.	Du Mont	Aitkin-Kynett Co. Inc.
Easy Aces	Hudson Dealers of the Metropolitan Area	WABD	Klores & Carter, Inc.
Jack Eigen	Doeskin Products Doeskin Tissues	WABD	Federal Advertising
Electric Kitchen	Philadelphia Electric Co.	WPTZ	Al Paul Lefton Co., Inc.
Florence Bourke Ellis	Participation	WGN-TV	Various
Eloise Salutes the Stars	Doeskin Products	WABD	Federal Advertising
Exercise For Health	Exercycle	WXYZ-TV	
Extra Inning	Walgreen Drug	WGN-TV	Schwimmer & Scott

F

Fair Fashion Show	The Fair Retail Department Store	WBAP-TV	
Fashion On Parade	Lord & Taylor Store Products	WJZ-TV	William Warren Agency
Fashion Reflections	Koslow's of Fort Worth Retail Furrier	WBAP-TV	
Fashions	Virginia Driskill	WMAR-TV	
Fashions In Rhythm	Nat Greene Clothing Store	WXYZ-TV	Rex Advertising Agency
Fast Ball	Altes Lager Brewing Co.	WXYZ-TV	McCann-Erickson, Inc.
Feature Film	Various Various	KLTA	Various
Fireball Fun-For-All	Buick Motor Division of General Motors Buick Cars	NBC-TV	Kudner Agency, Inc.
Fireside Theatre	Procter & Gamble Co. Ivory Soap, Crisco and Duz	NBC-TV	Compton Advertising Inc.
Fish, Fur 'n Feathers	Buff's Trading Post Sports Equipment	WHEN	
Jack Fisher Show	V.F.W. & Thomas Built Homes	WXYZ-TV	Castle-Werner Agency
The Fishing & Hunting Club of the Air	Mail Pouch Tobacco Co. Kentucky Club Tobacco	DuMont	Walker & Downing

Five-Minute Film	Hamilton Watch Co. Watches	WJZ-TV	Batten, Barton, Durstine & Osborn
Five-Minute Film	Ironrite Ironer Co. Ironers	WABD	Brooke, Smith, French & Dorrance, Inc.
Five-Minute Film	Doubleday & Co. Books	WABD	Huber Hoge & Sons
Five-Minute Film	T. H. Clack & Bemporad Co. Rugs	WABD	Wilson, Haight & Walsh, Inc.
Five-Minute Film	Funk & Wagnall Co. Encyclopedia	WABD	Victor A. Bennett Co. Inc.
Five-Minute Film	Jacob Ruppert Brewery Beer	WABD	The Biow Co., Inc.
Five-Minute Film	Liebmann Breweries Inc. Beer	WABD	Foote, Cone & Belding
Flying X Ranchboys	West Texas Appliance Co. Philco Distributor	WBAP-TV	McBride Advertising
Football Extra	B. R. Baker Men's Clothing	WSPD-TV	Wendt
Football Extras	Washer Bros. Retail Department Store	WBAP-TV	Glenn Advertising
Football Forecast	Shea's Auto Supply Auto Parts, TV, Toys, etc.	WICU	Local
Football Greats	Dads Root Beer Root Beer	KTLA	Murray, Dymock & Carson
Football Highlights	Ford Dealers Automotive	WSPD-TV	Katz New York
Football Preview	A. Duchini Building Materials	WICU	Local
Football Scoreboard	Kupper's Tavern	WICU	Local
Football Scoreboard	Hamburg Brothers	WDTV	Ketchum, MacLeod & Grove
Football Scoreboard	Plymouth Dealers Plymouth Cars	WXYZ-TV	Powell-Grant Agency
Football Time	Plymouth Dealers Plymouth Cars	WXYZ-TV	Powell-Grant Agency
For Your Home	Rawlson & Co. Interior Decorator	WTVJ	Direct
Art Ford Show	Various Various	WPIX	Various

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Ford News And Weather	Ford Dealers Assn' of So. California	KNBH	J. Walter Thompson Co.
Ford Theater	Ford Motor Co. Ford Cars	CBS-TV	Kenyon & Eckhardt, Inc.
Fort Pitt News	Fort Pitt Beer	WICU	Batten, Barton, Durstine & Osborn
Front Row Center	Whelan Drug Stores Drug Products	DuMont	Stanton B. Fisher
Fun for the Money	International Cellucotton Products Co. Kleenex	ABC	Foote, Cone & Belding

G

Girl About Town	Bates Fabrics Inc. Fabrics, Sheets	NBC-TV	James P. Sawyer, Inc.
Arthur Godfrey and His Friends	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	CBS-TV	Newell-Emmett, Co.
Arthur Godfrey's Talent Scouts	Thomas J. Lipton Co. Div. of Lever Bros. Co. Lipton's Tea, Soup Mixes	CBS-TV	Young & Rubicam, Inc.
Going Places	Heinel Motors Autos	WPTZ	Solis S. Cantor
The Goldbergs	General Foods Corp. Sanka	CBS-TV	Young & Rubicam, Inc.
Golden Gloves Boxing Event	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS-TV	Wm. Esty & Co., Inc.
Golf Tips	Goodall	KLAC-TV	
Grab Your Phone	American Floor Covering Co.	KLAC-TV	
Grace Church Christmas Eve Services	U. S. Rubber Co.	WABD	Fletcher D Richards
Grandstand Give Away	Martin's Restaurants Meals	WBKB	Guenther-Bradford & Co.
Great Fights of The Century	Walco Lens	KTLA	Cayton, Inc.
Greatest Fights of the Century	E. L. Cournand Co. Walco-Tele-Vue-Lens	NBC-TV	Cayton, Inc.
Greatest Fights of the Century	Chesebrough Mfg. Co. Vaseline Cream Hair Tonic	NBC-TV	Cayton, Inc.
Guess Who?	Foreman & Clark Clothing	KNBH	Dan B. Miner Co.

Gulf Road Show with Bob Smith	Gulf Oil Corp. Gasoline, Oil and Lubricants	NBC-TV	Young & Rubicam, Inc.
Andy Gustafson Sportscast	Olin's, Inc. Used Cars	WTVJ	Direct

H

Hail The Champ	Bishop & Co. Candy	KLAV-TV	
Handy Hints	Various Various	KTLA	Various
Handy Man	Gimbel Bros.	WPTZ	
Bump Hadley Pitching	Phillips-Jones Corp. Van Heusen Shirts	WBZ-TV	Grey Advertising Agency
Bump Hadley Pitching	Warmuth's Restaurant Restaurant	WBZ-TV	Jerome O'Leary Advertising
Bump Hadley's Country Store	Sonneborn L. Sons, Inc. Amalie Oils and Lubricants	WBZ-TV	Hicks & Creist, Inc.
Haynes At The Auction	Auction City	KLAC-TV	
Hello Again	Knudsen Creamery Co. Dairy Products	KNBH	Heintz & Co.
High School Football	Brown Distributing Co. (Philco Distributor-Area)	WAGA-TV	
High School Football	West Texas Appliance Co. Philco Districutor	WBAP-TV	McBride Advertising
High School Football	The Frito Co. Food Product	WBAP-TV	McBride Advertising
Highlights of News and Sports	Duquesne Brewing Company	WDTV	Walker & Downing
Highlights of Pro Football	Fort Pitt Brewing Company	WDTV	Batten, Barton, Durstine & Osborn
History of American Television	American Telephone & Telegraph Co.	WABD	N. W. Ayer & Son, Inc.
Hobby Hob Nob	Chevrolet Dealers Ass'n. Chevrolet Cars	WBZ-TV	Chambers & Wiswell
Hobby Show	Baltimore Contractors Inc.	WMAR-TV	Joseph Katz Co.
Hockey	Metropolitan, Potter, Enoch	KTLA	Arc Agency
Hockey	Athletic Supply Sporting Goods	WSPD-TV	Wendt

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Hockey	Pilsener Brewing Co. of Cleveland P.O.C. Beer	WEWS	Gregory & House
Hockey—Rangers	F. M. Schaefer Brewing Co. Beer	WPIX	Batten, Barton, Durstine & Osborn
Hockey—Rovers	Sunset Appliance Stores TV and Home Appliances	WPIX	
Hockey Games	Falstaff-Beer	WOW-TV	Dancer-Fitzgerald-Sample
Hockey Games	Nash Dealers Nash Autos	WBKB	
Hoffman Hayloft	Hoffman Television Co. Hoffman TV Sets	WBAP-TV	Free & Peters
Hoffman Hayride	Hoffman TV	KTLA	Smith, Bull McCreery
Holiday House	Participation Various	WTVJ	Direct
Holiday For Strings	Gerlinger Equipment Home Furnishings	WSPD-TV	
Holliywood in New York	Meltoway Reducing Plan, Inc.	WPIX	Walter L. Rubens & Co.
Hollywood Opportunity	Olympic TV	KTLA	Hunter
Home Games of The Dayton Indians Baseball Club	Wooden Shoe Brewing Co. Wooden Shoe Beer	WLW-D	Don Kemper Co.
Home is Happiness	Packages Programs, Inc.	WDTV	Ortale Company
Homemakers Exchange	Nash Kelvinator Corp. Nash Cars	CBS-TV	Geyer, Newell & Ganger, Inc.
Homemakers Roundup	Cons. Gas, Electric & Power Co. Public Utility	WMAR-TV	
Hopalong Cassidy	Frost TV Center Philco TV Sets	WTVJ	Direct
Hopalong Cassidy	Chestnut Farms Dairy Ice Cream, Milk	WNBW	Harry J. Kaufman
Hopalong Cassidy	Beatrice Foods Co. Dairy Products	WNBQ	Foote, Cone & Belding, Inc.
Hopalong Cassidy	Interstate Bakeries Schulze Butternut Bread	WOW-TV	R. J. Potts-Calkins & Holden
Hopalong Cassidy	Barbara Ann	KTLA	Schlots
Horne's News	Joseph Horne Company	WDTV	Public Relations Research Service, Inc.

Horse Racing	Automobile Dealers Assoc.	WXYZ-TV	Loveless Agency
Horse Racing	DeSoto-Plymouth Dealers DeSoto, Plymouth Cars	WXYZ-TV	Denman & Betteridge
Hotel Broadway	United Cigars-Whelan	Du Mont	Stanton B. Fisher, Inc.
Hotpoint Holiday	Hotpoint, Inc Electrical Appliances	CBS-TV	Maxon, Inc.
House of Champions	Joe Charles Sports Shop Sporting Goods	WHEN	Osborn-Propst
How To Improve Your Golf	Goodall Co Palm Beach Suits	WJZ-TV	Ruthrauff & Ryan
How To Improve Your Golf	Goodall Co. Sportswear	WNBW	Ruthrauff & Ryan, Inc.
How To Improve Your Golf	Goodall Co. Fabrics	WPTZ	Ruthrauff & Ryan
Howdy Doody	Mars, Inc. Candy	NBC-TV	Grant Advertising, Inc.
Howdy Doody	Mason, Au & Magenheimer Confectionery Mfg. Co. Candy Coconut Bars	NBC-TV	Moore & Hamm, Inc.
Howdy Doody	International Shoe Co. Shoes	NBC-TV	Henri, Hurst & McDonald, Inc.
Howdy Doody	Colgate-Palmolive-Peet Co. Colgate Dental Cream	NBC-TV	Ted Bates & Co.
Waite Hoyt Baseball Show	Metropolitan Clothing Men's Furnishings	WLW-D	
Hum & Strum	Admiral Dealers of Greater Boston Electric Ranges, Refrigerators and TV Sets	WBZ-TV	John C. Dowd, Inc.
Hum & Strum	C & L Tire Co. Seiberling Tires	WBZ-TV	Harold F. Lewis Advertising Agency
Hum & Strum	Carpenter-Morton Co. Paints and Varnishes	WBZ-TV	John C. Dowd, Inc.

I

I Saw It Happen	McCormick & Co. Spice and Extract	WAAM-TV	Sullivan, Stauffer, Colwell & Bayles
I'd Like To See	Procter & Gamble Co. Ivory Soap, Crisco and Duz	NBC-TV	Compton Advertising Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Identify	A. Stein & Co. Paris Garters, Belts, Suspenders	ABC	Louis A. Smith
Individually Yours	Blair Corset Co.	WGN-TV	Jones-Frankel
Inside Interviews In Baseball	B. R. Baker Men's Clothing	WSPD-TV	
Inside U. S. A.	Chevrolet Dealers Div. of General Motors Corp. Chevrolet Cars	CBS-TV	Campbell-Ewald Co.
Inter-High School Football Games	Norge Dealers (Washington Wholesalers) Norge Products	WOIC	Campbell-Ewald Agency
International Boxing Club	P. Ballantine & Sons Beer	CBS-TV	J. Walter Thompson Co.
International Finals of the Golden Gloves	R. J. Reynolds Tobacco Co. Camel Cigarettes	ABC	William Esty Co.
Interview At Stears	Stears Cafe	KTLA	California Advertising
Iron City Sports Album	Pittsburgh Brewing Company	WDTV	Smith, Taylor & Jenkins
It Happened Today	Central National Bank	WNBK	Fuller & Smith & Ross
It's The Style	Alpert's Yardstick Stores Yard Goods	KNBH	Hunter Advertising

J

Jack of All Sports	Associated Stores Westinghouse TV	WTVJ	Direct
Brano James Luncheon	Brano James Foundation, nc. Brano James Pub.	WABD	Direct
Dennis James' Okay Mother	Sterling Products Bayer Aspirin, Phillips' Magnesia, Lyons' Tooth Powder, etc.	WABD	Dancer-Fitzgerald-Sample
Jersey Stakes	Gillette Safety Razor Co. Razor Blades, Shaving Cream	ABC	Maxon, Inc.
Junior Capers	Coop. Inst.	KTLA	
Junior Frolics	Nedicks	WATV	Weiss & Geller
Just Watch And See	Crane-Ferry Hardware	KNBH	Angeles Agency

K

Kaufmann's Telenews	Kaufmann's	WDTV	Sykes Agency
Kiernan's Kaleidoscope	Camden Trust Co.	WPTZ	Albert Frank-Guenther Law Inc.
John Reed King Show	Flagstaff Foods Canned Foods	WOR-TV	Weiss & Geller
Wayne King Program	Standard Oil Co. Oil, Gasoline	NBC-TV	McCann-Erickson, Inc.
Kings Court	Kings Super Markets	WATV	
Kirby Derby	Scott & Fetzer Co. Kirby Home Sanitation Systems	WEWS	General Publicity Service
Gene Klavan Show	Participating	WAAM-TV	Various
Knickerbocker Basketball Games	Brown-Williamson Tobacco Co. Kool Cigarettes	WJZ-TV	Ted Bates Co.
Knickerbocker Basketball Games	Skin Tested Drug Products Dental Cream	WJZ-TV	Jasper, Lynch & Field
Kraft Television Theatre	Kraft Foods Co. Mayonnaise	NBC-TV	J. Walter Thompson Co.
Kukla, Fran & Ollie	National Dairy Products Corp. Sealtest Ice Cream	NBC-TV	N. W. Ayer & Son, Inc.
Kukla, Fran & Ollie	RCA Victor Distributors RCA Victor Products	NBC-TV	J. Walter Thompson Co.
Kay Kyser's College of Musical Knowledge	Ford Dealers of America Automobiles, Trucks	NBC-TV	J. Walter Thompson Co.

L

Lady of Charm	Participation	WXYZ-TV	Various
Lambs Gambol	General Foods Corp. Maxwell House Coffee	NBC-TV	Benton & Bowles, Inc.
La Primadora Sports Show	La Primadora Cigars	WOR-TV	Pedlar & Ryan
Leave It to the Girls	General Foods Corp. Maxwell House Coffee	NBC-TV	Benton & Bowles, Inc.
Let's Play Pyramid	Baystate Paint & Wallpaper Co. Wallpaper, Paint	WTVJ	Direct

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Let's Pop The Question	Participating	WAAM-TV	Various
Robert Q. Lewis Show	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	CBS-TV	Newell-Emmett Co.
Life of Riley	Pabst Sales Co. Beer, Ale and Hoffman Beverages	NBC-TV	Warwick & Legler, Inc.
Life Of The Party	Phila. Dairy Products	WPTZ	Adrian Bauer
Lights, Camera, Action	Victory Packing Co. Thoro Fed Dog Food	KNBH	McNeill & McCleery
Lights Out	Admiral Corp. Television, Radio Sets, Refrigerators	NBC-TV	Kudner Agency, Inc.
Little Old New York	Various Various	WPIX	Various
Living Wonders	First Nat'l Bank of Boston Banking	WBZ-TV	Batten, Barton, Durstine & Osborn
Lone Ranger	General Mills Wheaties	WBZ-TV	Dancer-Fitzgerald-Sample, Inc.
Lone Ranger	General Mills Cereals	ABC	Dancer-Fitzgerald-Sample, Inc.
Looking at Football	Hamburg Brothers	WDTV	Ketchum, MacLeod & Grove
Vincent Lopez	Teldisco, Inc. TV Sets, Radio and Appliances	WABD	Green-Brodie
Loyola Basketball Games	Globe Brewing Co. Arrow Beer	WAAM-TV	Joseph Katz Co.
Lucky Pup	Bristol-Myers Co. Ipana Toothpaste	CBS-TV	Doherty, Clifford & Schenfield, Inc.
Lucky Pup	Joe Lowe Corp. Popsicles	CBS-TV	Blaine-Thompson Co., Inc.
Lucky Pup	Phillips Packing Co. Phillips Soups	CBS-TV	Aitkin-Kynett Co.
Lucky Pup	U. S. Rubber Co. Keds	CBS-TV	Fletcher D. Richards, Inc.
Dione Lucas	Wine Advisory Board Wine	CBS-TV	J. Walter Thompson Co.
Dione Lucas	Scott Towel Co. Paper Towels	CBS-TV	J. Walter Thompson Co.

Mag. of The Week	Lowell Bradfield	KTLA	Ross, Gardiner & White
Magic Clown	Gold Medal Candy Corp. Bonomo's Turkish Taffy	WNBT	Donohue & Co.
Make It And Take It	Floyd Rice—Ford Dealers	WXYZ-TV	Powell-Grant Agency
Make Mine Movies	Wometco Theat.es Theatre Chain	WTVJ	Direct
Mama	General Foods Corp. Maxwell House Coffee	CBS-TV	Benton & Bowles, Inc.
Man Against Crime	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS-TV	Wm. Esty & Co., Inc.
Man From Scotland Yard	See's Candy Candy	KTLA	Ross, Gardiner & White
Man's Best Friend	Dr. Ross Dog Food	KTLA	Rockett-Lauritzen
Man's World	J. L. Hudson Dept. Store	WXYZ-TV	Wolf-Jickling-Conkey
Martha's Kitchen	Various Various	WOW-TV	
Martin Kane, Private Eye	United States Tobacco Co. Model, Old Briar, Dill's Best, Tweed	NBC-TV	Kudner Agency, Inc.
Mary, Kay & Johnnie	Whitehall Pharmacal Co. Div. of American Home Products Corp. Kolynos, Anacin	CBS-TV	Dancer-Fitzgerald-Sample, Inc.
Masland at Home Party	C. H. Masland & Sons Rugs	CBS-TV	Anderson, Davis & Platte, Inc.
Melody Menu	Various Various	KTLA	Various
Men At Work	Baltimore Construction Institute Trade School	WMAR-TV	
Meet Me In Hollywood	Kaye-Halbert Corp.	KTLA	Macauley
Meet the Press	General Foods Corp. Maxwell House Coffee	NBC-TV	Benton & Bowles
Midget Boxing	Reed Candy Co. Reed's Paloops	WBKB	Hill Blackett Agency

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Midget Auto Racing	Amalie Div. of L. Sonneborn Sons, Inc. Motor Oil	WPIX	Hicks & Greist
Midget Racing	Herb & Chuck & Lyle Coleman	KTLA	Roche
Midget Racing	Murphy Motors	KTLA	Stahl
Midwestern Hayride	Bavarian Brewing Co. Bavarian Beer	WLW-D	Ralph H. Jones
Miss Rheingold Contest	Liebman Breweries Beer	WJZ-TV	Foote, Cone & Belding
Mr. Magic	Mason, Au & Magenheimer Mason Candies	WPIX	Moore & Hamm, Inc.
Mohawk Showroom	Mohawk Carpet Mills, Inc. Rugs and Carpets	NBC-TV	George R. Nelson, Inc.
Al Morgan Show	Drake Baking Company	WDTV	Public Relations Research Service, Inc.
The Motor Mart	Paul T. Henson Lincoln-Mercury, Used Cars	WHEN	
Music Album	Sherman Clay Co. Musical Appliance Store	KPIX	Goldthwaite-Smith Advertising
Musical Adventure	Phaestron TV	KTLA	Geisinger
Musical Scrapbook	Real-Tang	KTLA	Russell Seeds

N

Name The Star	Van de Kamp's Baked Goods	KNBH	California Advertising
Name The Star	Van de Kamps	KTLA	California Advertising
National Amateur Parade	National Brewing Co. Beer	WMAR-TV	Owen & Chappell
National League Football Games	Sun Oil Co. Oil, Gas Accessories	ABC	Hewitt, Ogilvy, Benson & Mather, Inc.
National Pro Football Hilites	Christian Heurich Brewing Co. Beer	WNBW	Harry J. Kaufman
National Sports Parade	National Brewing Co. Beer	WMAR-TV	Owen & Chappell
Nature of Things	Motorola, Inc. Television and Radio Sets	NBC-TV	Gourfain-Cobt Advertising Agency

Nature Trails	Home Packing Co. Food Packing	WSPD-TV	
NBC News Review of the Week	Disney, Inc. Hats	NBC-TV	Grey Advertising Agency, Inc.
NBC Newsreel	Oldsmobile Div. General Motors Corp. Cars	NBC-TV	D. P. Brother & Co., Inc.
NBC Newsreel	MacMillan Petroleum Corp.	KNBH	Marketers, Inc.
NBC Newsreel	Freeman & Freeman Hudson Dealers	KNBH	Irwin-McHugh
Needle Shop	Rival Mfg. Co. Steamomatic Iron	WABD	R. J. Votts-Calkins & Holden
Needle Shop	Martin Fabrics Co. Velvet Cloth	WABD	Alley & Richards, Inc.
Needle Shop	American-Mitchell Fashion Publishers Mode-Royal Patterns	WABD	Ehrlich & Nevwirth, Inc.
News	Andrea Radio Corp. Radio and Television Equipment	WABD	Royal & De Guzman
News Final	Linz Jewelists Retail Jewelry	WBAP-TV	
News In Review	The Barbasol Co. Shaving Cream	CBS-TV	Erwin, Wasey & Co., Inc.
Newsreel	Rancho Soups	KTLA	Lang
Newsreel	Chrysler Sales	KTLA	McCann-Erickson
Newsreel Review	Dr. Beauchamp	KTLA	Stahl Agency
Night of Champions	Gross Distributing, Inc. Stromberg-Carlson Radio and TV Sets	WABD	Federal Advertising Agency
Nipper Song Shop	RCA Victor Radios, Records, etc.	KPIX	
Northcool Pimlico Races	A. Sagner's & Son Inc. Northcool Suits and Englishtown Men's Clothing	ABC	J. A. Goodman & Co.
The Notre Dame Football Games	Chevrolet Dealers Chevrolet Automobiles	DuMont	Campbell-Ewald
Notre Dame-Navy Football Game	American Oil Co. Lubricants	CBS-TV	Joseph Katz Co.
Now I'll Tell One	Turner Bros. Men's Clothes	WBKB	Guenther-Bradford & Co.

O

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Okay Mother	Sterling Drug Co., Inc. Bayer Aspirin, Phillips Milk of Magnesia Dr. Lyons Toothpaste	Du Mont	Dancer-Fitzgerald-Sample
Ole Rasmussen	Auciton City	KLAC-TV	
Johnny Olsen's Rumpus Room	Teldisco, Inc. TV Sets, Radios and Appliances	WABD	Elliott Nonan Advertising
On The Plaza	Robert Wuensch	WATV	G. G. Felt & Co.
On The Sports Page	Rupperts Brewery Beer	WJZ-TV	The Biow Co.
The O'Neills	Allen B. Du Mont Laboratories, Inc. Du Mont TV Sets	Du Mont	Direct
Open House	Conway & Culligan Home Contractors and Builders	KPIX	
Open House	Corn Exchange Nat'l Bank	WPTZ	John Falkner Arndt
Opening of New York-Chicago Cable	American Telephone & Telegraph Co.	WJZ-TV	N. W. Ayers
The Original Amateur Hour	P. Lorillard Co. Old Gold Cigarettes	NBC-TV	Lennen & Mitchell, Inc.
The Original Amateur Hour	P. Lorillard Co. Old Gold Cigarettes	DuMont	Lennen & Mitchell
Don Otis Show	Boyd Gibbons Ford Dealer	KLAC-TV	
The Outdoorsmen	Neiderriter Co. Appliances	WICU	Local

P

Pal Headliners	Pal Blade Co., Inc. Pal Razor Blades	ABC	Al Paul Lefton Co.
Paradise Island	General Electric Dealers Ass'n. General Electric Electrical Appliances	WBZ-TV	Harry M. Frost Co.
Paradise Island	United Wallpaper	WPTZ	MacFarland-Aveyard

Paradise Island	United Wallpaper Co.	WNBT	MacFarland Aveyard & Co.
Paradise Island	United Wallpaper, Inc.	WNBK	MacFarland Aveyard & Co.
Pet Shop	Evanger Kennel Foods Dog Foods	WNBQ	Direct
People's Platform	Household Finance Corp. Finance Loans	CBS-TV	LeVally, Inc.
Petticoat Parade	Brighton Appliances Ironrite Ironers	WHEN	
Petticoat Parade	Ironrite Ironer Co. Ironrite Ironer	WJZ-TV	French & Dorrance
Petticoat Parade	David Wilkins	KTLA	Coleman Jones
Petticoat Parade	Ironrite Ironer Ironers	WOIC	Brooke, Smith, French & Dorrance
Petticoat Parade	Iron Rite Ironer	WDTV	Brooke, Smith, French & Dorrance, Inc.
Petticoat Parade	Ironrite Ironer Co.	KNBH	Brooke, Smith, French & Dorrance, Inc.
Philadelphia's Outstanding Women	Wm. Weisberg Furs	WPTZ	Philip Klein
Philco Television Playhouse	Philco Corp. Radio and Television Sets	NBC-TV	Hutchins Advertising, Inc.
Molly Picon's	Horowitz-Margareten Grocery	WJZ-TV	Advertisers Broadcasting
Molly Picon's	I. Bokeach & Sons Grocery	WJZ-TV	Advertisers Broadcasting
Picture Album	General Electric	KLAC-TV	
Pioneer Polaroid Magic Show	Pioneer Scientific Corp. Polaroid Filters	CBS-TV	Cayton, Inc.
Pitt Parade	Austin Givens	WDTV	F. A. Ensign Advertising Agency
Pitt Parade	Donahoe's	WDTV	F. A. Ensign Advertising Agency
Pitt Parade	Packaged Programs, Inc.	WDTV	Ortale Company
Pitt Parade	Drake Baking Company	WDTV	Public Relations Research Service, Inc.
Pittsburgh Steelers Football	Mail Pouch Tobacco Company	WDTV	Walker & Downing
Players Entrance	Vic Hendler Electric Appliances	WPTZ	Weightman Agency

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Players Entrance	Lummis Co. Peanut Products	WPTZ	Weightman Agency
Playtime	Graham-Brown Show Co. Children's Shoes	WBAP-TV	McMain's Advertising
Pontiac Star Time	Pontiac Dealers of Greater Boston Pontiac Cars	WBZ-TV	Wm. J. Small Advertising Agency
Power Tool Demonstration	Skarie, Inc. Power Tools	WMAR-TV	Francis D. Cronin
Preview	Philip Morris & Co., Ltd. Inc. Philip Morris Cigarettes	CBS-TV	The Biow Co., Inc.

Q

Quality Playhouse	Pledged Quality Laundries	WOIC	Henry J. Kaufman Agency
Quick On The Draw	Household Appliances Philco Appliances	WTVJ	Direct
Quick On The Draw	Thornton-Fuller Autos	WPTZ	Aldrich Associates
Quiz Kids	Miles Laboratories, Inc. Vitamins, Alka-Seltzer	NBC-TV	Wade Advertising Agency
Quizdom Class	Alexander's Department Store	WJZ-TV	William Warren Agency

R

Race Results	Blatz Brewing Co. Blatz Beer	WTVJ	Charles Anthony Gross Agency
Racing News	Carrell Speedway	KLAC-TV	
Read's Fashions	Read Dress Studio Women's Clothes	WICU	Local
Rehearsal Time	Sealy Mattress Co.	KNBH	Alvin Wilder
Remember	Wills Dairy, Hauswalds Bakery Mangels Herald	WMAR-TV	H. W. Buddemeier Co.
Reserved for Garroway	Duffy-Mott Co. Apple Sauce, Apple Juice	WNBQ	Young & Rubicam, Inc.

Rhythm And Romance	Sleep-Ezy Mattress Co. Sleep Ezy Mattresses	WBAP-TV	McBride Advertising
Riddle Me This	General Electric Co. Lamp Division	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
Rising Stars	Marshall Drug Co.	WEWS	Gregory & House
Roar Of The Rails	A. C. Gilbert Co. Electric Trains, Toys, etc.	CBS-TV	Chas. W. Hoyt Co., Inc.
Roblee Fanfare	The Brown Shoe Co. Roblee Brown Shoes	WABD	Leo Brunett Co., Inc.
Rodeo Ranch	Weber's Bread	KLAC-TV	
Roller Derby	Chevrolet Dealers Motor Cars, Trucks	ABC	Campbell-Ewald Co.
Roller Derby	Chevrolet Dealers Assoc. Autos	WJZ-TV	Campbell-Ewald Co.
Roller Derby	Chesebrough Mfg. Co. Vaseline Products	ABC	McCann-Erickson, Inc.
Roller Derby	Blatz Brewing Co. Blatz Beer	ABC	Kastor, Farrell, Chesley & Clifford, Inc.
Rosella	J. P. Byrne Jewelry	WOW-TV	
Round The Town	Syracuse Trust Co. Banking	WHEN	
Roving Camera	Riteway Burner Co. Heating Units	WSPD-TV	
Roving Camera	MacMillan Petroleum Corp.	WNBT	Marketers, Inc.
Roving Camera	McMillan	KTLA	Marketers, Inc.
Benny Rubin's Theatrical Agency	Bonafide Mills, Inc. Linoleum	NBC-TV	S. R. Leon & Co., Inc.
Ruthie On The Telephone	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS-TV	The Biow Co., Inc.

S

Sagenkahn Furniture Galleries	Sagenkahn Furniture Galleries Furniture	WHEN	
Sandy Dreams	Pennik & Ford	KTLA	Batten, Barton, Durstine & Osborn

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Say It With Acting	J. B. Williams Co. Shaving Products	WNBT	J. Walter Thompson
School House	Allen B. Du Mont Laboratories, Inc. Du Mont TV Sets	Du Mont	Direct
Senate Get Together	Christian Heurich Brewing Co. Beer	WNBW	Harry J. Kaufman
Sewing & Styling	Various Various	WEWS	Gregory & House
Sewing Club	Singer Sewing Machine Co.	WBAP-TV	
Shadow Stumpers	Motor Sales Co. DeSoto Dealers	WAAM-TV	Joseph Katz Co.
Share-a-Charade	Don Gilmore Chev. Co. Automobiles	KPIX	
Stan Shaw	Teldisco, Inc. TV Sets, Radios and Appliances	WABD	Green-Brodie
Shawmut Nightly Newsteller	Shawmut Bank of Boston Banking	WBZ-TV	Doremus & Co.
Linn Sheldon Show	Shaw Rogers Jewelry Co.	WEWS	Clifford & Thomas
Shop, Look & Listen	Bonne Music Co., Kamera Kraft Musical Instruments, Photographic Equipment	WHEN	Osborn-Propst
Shoppers' Guide	Participation Various	WTVJ	Direct
Shoppers' Guide	Various Various	WEWS	Various
Show Off Club	Northside Motors	WTCN-TV	
Herb Shriner Show	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS-TV	The Biow Co., Inc.
Sidewalk Parade	Plymouth Dealers Plymouth Cars	WXYZ-TV	Powell-Grant Agency
Silver Theater	International Silver Co. Sterling, 1847 Rogers Bros.	CBS-TV	Young & Rubicam, Inc.
Silvers Playhouse	Silver Motors Oldsmobile	KLAC-TV	
Hildy Simmonds Show	Buckley & Scott Oil Burner Service	WBZ-TV	John C. Dowd, Inc.
Sing My Name	Phila. Distributors Electric Appliances	WPTZ	Cox & Tanz

Six Gun Playhouse	Various Various	WPIX	Various
Small Fry Club	Whitehall Pharmacal Co. Kolynos Tooth Paste	Dumont	Sullivan, Stauffer, Colwell & Bayles
Small Fry Club	General Foods Post Toasties	Dumont	Benton & Bowles
Small Fry Club	General Foods Post Cereals	WABD	Benton & Bowles
Small Fry Club	Whitehall Pharmacal Co. Kolynos	WABD	Sullivan, Stauffer, Colwell & Bayles, Inc.
So This Is Hollywood	Admiral Radio & TV	KTLA	Atkins & Gilbert
Soapine Starmakers	Kendall Manufacturing Co. Soapine	WBZ-TV	Bennett, Walther & Menadier
Southwest Conference Football	Humble Oil Co. Oil Products	WBAP-TV	Frank-Wilkinson-Schiwetz-Tips
Spare Room	Tifford Furniture & Appliances Furniture and Appliances	WABD	H. C. Morris & Co. Inc.
Spare Room	Bedford Radio & Appliances Co. TV Sets, Radio and Household	WABD	Green-Brodie
Sparkling Time	Pepsi-Cola Pepsi-Cola	WGN-TV	Presba, Fellers & Presba
Spell With Isbell	Participation	WGN-TV	Various
Spiegel's Quiz	Spiegel's Mail Order Co.	WGN-TV	Schwimmer & Scott
Sports of Call Sports Roundup	Sunset Appliance Stores TV and Home Appliances	WPIX	
Sport Program	General Mills, Inc.	WJZ-TV	Knox, Reeves Advertising Inc.
Sports Album	Nebraska Clothing Men's Clothing	WOW-TV	Bozell & Jacobs
Sports Album	Madera Wines Wine	WAAM-TV	Joseph Katz Co.
Sports Album	Wolverine Potato Chip Co.	WXYZ-TV	Luckoff-Wayburn-Frankel
Sports Events From Madison Square Garden	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS-TV	Wm. Esty & Co., Inc.
Sports Highlights of the Week	Bond Clothes, Inc. Clothes	NBC-TV	Cayton, Inc.
Sports Parade	J. L. Hudson Dept. Store	WXYZ-TV	Wold-Jickling-Conkey

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Sports Previews	Skillern's Drug Stores Retail Drugs	WBAP-TV	Grant Advertising
Sports Quiz	Cripps Clothing Store	WXYZ-TV	Bill Silbert Agency
Sports Roundup	Jacob Ruppert Beer	WPIX	The Biow Co.
Sports Scrapbook	Wm. Gretz Brewing Co.	WPTZ	Seberhagen, Inc.
Sports Telequiz	International Radio Sales	WXYZ-TV	
Sports Views	Athletic Supply Sporting Goods	WSPD-TV	Wendt
Sportman's Corner	Ford Motor Co.	WGN-TV	J. Walter Thompson
Sportsman's Quiz	Larus Bros. Co., Inc. Edgeworth Tobacco	CBS-TV	Warwick & Legler, Inc.
Sportsman's Quiz	PDQ Gasoline	KLAC-TV	
Sportsman's Show	Barby's Inc. Sunshine Beer	WPTZ	Gray & Rogers
Sportsmanship	P. J. Nee Co. Furniture	WNBW	Harwood Martin, Advertising
Spotlight On Roper	Roper Gas Ranges	KLAC-TV	
Starlets	W. Wilderrotter & Sons	WATV	Wm. Sheer
Starlit Stairway	Stark Hickey Auto Dealers	WXYZ-TV	Rex Advertising Agency
Ted Steele	General Mills Wheaties, Betty Crocker Soups, Ginger Mix	WABD	Knox, Reeves Advertising, Inc.
Ted Steele	A. B. Du Mont Laboratories, Inc. Du Mont TV Sets	Du Mont	Direct
Ted Steele	Concourse Music Co. TV Sets, Radios and Household Appliances	WABD	Green-Brodie
Ted Steele	Ideal Home Appliances TV Sets, Radios and Household Appliances	WABD	Green-Brodie
Cliffie Stone's Hometown Jamboree	Gold Furniture And Appliances	KLAC-TV	
Stop, Look & Learn	Participation	WGN-TV	Various
Stop Me If You've Heard This One	Bonafide Mills, Inc. Linoleum	NBC-TV	S. R. Leon & Co., Inc.
Stop the Music	Admiral Corp Radios, TV Sets, Refrigerators, Ranges	ABC	Kudner Agency
Stop the Music	P. Lorillard Co. Old Gold Cigarettes	ABC	Lennen & Mitchell, Inc.

Strange As It Seems	**Chevrolet Dealers Ass'n.** Chevrolet Cars	**WBZ-TV**	**Chambers & Wiswell**
Strange Scenes	**Gallant Lumber Supply** Building Supplies	**WSPD-TV**	**Wendt**
Stranger Than Fiction	**Riteway Burner Co.** Heating Units	**WSPD-TV**	
The Striders	**Kendall Manufacturing Co.** Soapine	**WBZ-TV**	**Bennett, Walther & Menadier**
Studio One	**Westinghouse Electric Corp.** Washing Machines, Driers, Water Heaters, etc.	**CBS-TV**	**McCann-Erickson, Inc.**
Super Circus	**Canada Dry Ginger Ale** Ginger Ale, Sparkling Water	**ABC**	**J. M. Mathes, Inc.**
Super Circus	**Derby Foods, Inc.** Peter Pan Peanut Butter	**ABC**	**Needham, Louis & Brorby, Inc.**
Suspense	**Electric Auto-Lite Co.** Spark Plugs, Batteries, Auto Accessories	**CBS-TV**	**Newell-Emmett Co.**
Swift Show	**Swift and Co.** Swift Products	**NBC-TV**	**McCann-Erickson, Inc.**

T

Talent Jackpot	**Allen B. Du Mont Laboratories, Inc.** Du Mont TV Sets	**Du Mont**	**Direct**
Lou Tarr's Workshop	**Reeve Paint, Ebelings** Paint, Garden Supplies	**WHEN**	
Tele Newsreel	**Chevrolet Motor Division**	**KTLA**	**Campbell-Ewald**
Telecharades	**Erie Clothing Co.** Men's Clothes	**WBKB**	**Gourfain-Cobb Co.**
Telefashions	**Retail Clothing Stores**	**WBKB**	
Telekids	**Weatherguard Corp.** Storm Windows	**WPTZ**	**Fien & Schwerin**
Telenews	**Regal Brewing Co.** Regal Beer	**WTVJ**	**Direct**
Telenews	**Lewis Food Co.** Dr. Ross Dog And Cat Food	**KPIX**	**Rockett-Lauritzen Advertising**
Telenews Digest	**Weissenberger Co.** Automotive	**WSPD-TV**	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Telenews Digest	Kipf Motors Automotive	WSPD-TV	
Telenews Digest	Lownsbury Chevrolet Co. Automotive	WSPD-TV	
Telenews Newsreel	Stroh Brewing Co.; Meehan Motors Co.	WEWS	Zimmer-Keller; Leech Advertising
Telepix	Consolidated Edison Utility	WPIX	Batten, Barton, Durstine & Osborn
Telescout Club	Pacific Citrus Products	KTLA	Atherton
Tele-Sports Newsreel	Radio And Appliance Center Home Appliances	WBAP-TV	
Teletape News	Beverwyck Breweries, Inc. Ale and Beer	WBZ-TV	McCann & Erickson
Televespers		KTLA	
Television Closeups	Omaha Council Bluffs Street Railway Transportation	WOW-TV	Bozell & Jacobs
Tell The Admiral	The McCormack Co. Admiral Radio and TV Products	KPIX	
Temptones	Participation	WGN-TV	Various
Texaco Star Theatre Starring Milton Berle	The Texas Co. Gasoline, Oil, Grease	NBC-TV	Kudner Agency, Inc.
Texas News	Texas Electric Service Co. Public Utility	WBAP-TV	
Texas News	Southwest Chevrolet Co.	WBAP-TV	Glenn Advertising
Tigers In Training	Michigan Mutual Liability Ins.	WXYZ-TV	Denman & Betteridge
Time For Beany	Budget Pack	KTLA	Ted Factor
Thanksgiving Day Program	Longines-Wittnauer Watch Co., Inc. Watches	CBS-TV	Victor & Bennett Co., Inc.
That's O'Toole	Delta Mfg. Div. of Rockwell Mfg. Co. Power Tools	ABC	Hoffman & York, Inc.
This Is Showbusiness	Crosley Div. of AVCO Mfg. Corp. Radios, Television, Refrigerators, Freezers, Electric Ranges	CBS-TV	Benton & Bowles, Inc.
This Week In Sports	W. A. Sheaffer Pen Co. Pens, Pencils	CBS-TV	Russel M. Seeds Co., Inc.

This Week In Sports	Meehan Motors Co.	WEWS	Leech Advertising
This Week In Sports	Buckeye Brewing	WSPD-TV	Livingston, Porter, Hicks
Thrills On Wheels	Rollfast Bicycles	WNBK	Kiessewetter, Wetteran & Baker
Through The Crystal Ball	Ford Dealers Assn Ford Cars	CBS-TV	J. Walther Thompson Co.
Through The Kitchen Window	Various	WNBK	Griswold Eshleman Co.
Toast of The Town	Emerson Radio & Phonograph Corp. Emerson Products	CBS-TV	Blaine-Thompson, Inc.
Toast of The Town	Lincoln-Mercury Dealers Lincoln, Mercury Cars	CBS-TV	Kenyon & Eckhardt, Inc.
Today's Ball Game	Ford Motor Co.	WGN-TV	J. Walter Thompson
Toledo News Report With Jim Jebelhart and J. White	Chevrolet Co.	WSPD-TV	
Tomorrow's Champions	Fort Pitt Brewing Company	WDTV	Batten, Barton, Durstine & Osborn
Tomorrow's Champions	Miller Brewing Co. Beer	WJZ-TV	Klau-Van Pieterson-Dunlap
Tonight On Broadway	Esso Standard Oil Co. Lubricants	CBS-TV	Marschalk & Pratt, Inc.
Tonight's Attractions	Lutz Bakery Baked Goods	WSPD-TV	
Top Views In Sports	Phillip's Radio & Appliances Radios, TV Sets	WNBW	I. T. Cohen
Top Views In Sports	Hudson Dealers of Pittsburgh	WDTV	F. A. Ensgin Advertising Agency
Top Views In Sports	Pontiac Dealers Ass'n.	KNBH	Taggart & Young
Top Views In Sports	Alliance Manufacturing Co. Tenna-Rotor	WNBK	Foster & Davies
Top Views In Sports	Morrison and McCluan	WDTV	Pete Masser
Top Views In Sports	Haberle Beer	WHEN	Coe Agency
Touchdown	Chrysler Dealers Chrysler Cars	WXYZ-TV	McCann-Erickson, Inc.
Touchdown	Pilot Life Insurance Co. Life Insurance	WBTV	
Touchdown	Ford Dealers	WDTV	J. Walter Thompson

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Touchdown Tide	Stewart Office Supply Co.	WBAP-TV	Grant Advertising
Tournament of Champions	P. Ballantine & Sons Beer	CBS-TV	J. Walter Thompson Co.
Trailblazer Theater	Participation	WGN-TV	Various
Transportation Unlimited	General Motors Corp. Institutional	CBS-TV	Campbell-Ewald Co., Inc.
Treasure Hunt	Continental Clothiers	WGN-TV	Jones-Frankel
Tricks & Treats	Various Various	KTLA	Various
Tropic Holiday	Winston Television Stores Stromberg-Carlson TV Sets	WNBT	Sternfield-Godley
The Truex Family	Gimbels Department Store	WPIX	
Turf Spotlights	Chicago Dodge Dealers Autos	WNBQ	Ruthrauff & Ryan, Inc.
Turf Spotlights	Keeley Brewing Co. Keeley Half & Half	WNBQ	Schwimmer & Scott
TV Matinee	Participation	WGN-TV	Various
TV Ranch	Jersey Bread Baked Goods	WSPD-TV	
TV Sports Special	Gunter Brewing Co. Beer, Ale	WAAM-TV	Ruthrauff & Ryan
Twenty Questions	Ronson Art Metal Works Ronson Lighters	WOR-TV	Grey Advertising

U

U. of M. Workshop	Taylor Construction Co. Construction	WTVJ	Direct
Uncle Jake's House	Various Various	WEWS	Various
United Nations From Lake Success	Ford Motor Co. Ford Cars	CGS-TV	Kenyon & Eckhardt, Inc.
Up And Down The Avenue	Various Various	WEWS	Various

V

Vanity Fair	Seeman Bros., Inc. Air-Wick	CBS-TV	Wm. H. Weintraub & Co., Inc.
Vanity Fair	Maiden Form Brassiere Co. Brassieres	CBS-TV	Wm. H. Weintraub & Co., Inc.
Variety Show	General Motors Corp. Pontiac Cars	CBS-TV	MacManus, John & Adams, Inc.
Bill Veeck's Report To The Fans	General Electric Supply Co.	WEWS	Lang, Fisher & Stashower, Inc.
Velo-Solax	R. S. Evans Co. Motor Bike	WTVJ	Direct
Viewpoint	Uhleman Optical Co.	WGN-TV	George H. Hartman
Views Of The News	Worman's Automotive	WSPD-TV	
Views Of The News	World Radio & Appliance Radios and Appliances	WSPD-TV	
Views Of The News	Toledo Tire Corp. and Imperial Furniture Co. Automotive, Furnishings	WSPD-TV	
Views Of The News	Various Various	WEWS	Various
Viz Quiz	Morrison and McCluan	WDTV	Pete Wasser
Voice of Firestone	Firestone Tire & Rubber Co. Tires and Tubes	NBC-TV	Sweeney & James Co.
Voice Of The People	The New York News	WPIX	

W

WAAM Sportsroom	Participating	WAAM-TV	Various
Walt's Workshop	Edward Hines Lumber Co. Lumber	WNBQ	George H. Hartman Co.
Fred Waring Show	General Electric Co. All Products	CBS-TV	Young & Rubicam, Inc.
Wax Wackies	Phillips Packing Co. Soups	WXYZ-TV	Aitken-Kynett
We, The People	Gulf Oil Corp. Gulf Products	CBS-TV	Young & Rubicam, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
We, The People	Gulf Oil Corp. Gasoline, Oil and Lubricants	NBC-TV	Young & Rubicam, Inc.
Weather Bird	Alliance Mfg. Co. Alliance Tenna Rotor	WLW-D	Foster & Davies, Inc.
Weather Or Not	First Nat'l Bank of Boston Banking	WBZ-TV	Batten, Barton, Durstine & Osborn
Weekly Sports Roundup	Duquesne Brewing Company	WDTV	Walker & Downing
Western Film	National Shoes	WATV	Emil Mogul
Western Film	Fischer Baking	WATV	Scheck
Western Film	Prince Range Co.	WATV	Wm. Sheer
Western Roundup	Blue Mirror	WATV	
What D'Ya Wanta Be	Chevrolet Dealers of Phila.	WPTZ	Gray & Rogers
What's New, Ladies	City Sewing Machine Co. Sewing Machines	WBAP-TV	Grant Advertising
What's New, Ladies	Norge Appliance Co.	WBAP-TV	Rutledge Advertising
What's News, Ladies	Ireland Chili Co. Food Product	WBAP-TV	Grant Advertising
Who Said That?	Crosley Div. AVCO Mfg. Corp. Radio, Television Sets, Home Appliances	NBC-TV	Benton & Bowles, Inc.
Ireene Wicker—The Singing Lady	Kellogg Co. Shrdded Wheat, Corn Soya	ABC	N. W. Ayer & Son, Inc.
Tex William's Western Caravan	A. E. Nugent Chevrolet Co. Chevrolet Dealers	KNBH	Charles N. Stahl Agency
William Winter & The News	Pauson & Co Men's Clothiers	KPIX	Smith, Bull & McCreery Advertising
Window on the World	Allen B. Du Mont Laboratories, Inc.	Du Mont	Direct
WNBT Weatherman	Forstner Chain Corp. Jewelry	WNBT	A. W. Lewin Co.
Woman's Magazine of the Air	Hyland Electric	WGN-TV	H. S. Laufman
Woods And Waters	Harvey Mack Pontiac Dealers	WXYZ-TV	Sales Counsellors
Woods And Waters	Wetlauffer Mfg. Co. Auto Design	WXYZ-TV	Marvin Hahn Agency

Word of Life	Word Of Fellowship, Inc.	WATV	
World Is Yours	Chicago Motor Club	WGN-TV	Direct
World Of Art	Chrysler Corporation	WXYZ-TV	Charles Adams Agency
Wrestling	Nat Paterson Motors, Jackson Motors, New York Tech.	WABD	Moss Associates
Wrestling	R. C. A. Mainline Distributors Radio and TV Distributors	WSPD-TV	
Wrestling	Duquesne Brewing Company	WDTV	Walker & Downing
Wrestling	Tele-King	WATV	Wm. Sheer
Wrestling	E. & B. Brewing Co.	WXYZ-TV	W. B. Doner Agency
Wrestling	Trad Television Tradiovision	WJZ-TV	Cayton, Inc.
Wrestling	Falstaff Beer	WOW-TV	Dancer-Sample-Fitzgerald
Wrestling	Stevens Radio & Television Appliances	WJZ-TV	Wm. Warren Agency
Wrestling	American Shop, Inc. Men's Clothing	WJZ-TV	Wm. N. Sheer Advertising
Wrestling	Walker Motor Co.	WXYZ-TV	Clark Rickerd
Wrestling	Fohrman Motors Inc. Hudson Autos	WBKB	Malcolm-Howard Advertising
Wrestling	Hudson Dealers of Chicago Hudson Autos	WBKB	Malcolm-Howard Advertising
Wrestling	Fort Pitt Brewing Company	WDTV	Batten, Barton, Durstine & Osborn
Wrestling	Dr. Ross Dog Food	KTLA	Rockett-Lauritzen
Wrestling	Lincoln-Mercury Autos	KTLA	Heasley & Heasley
Wrestling	Fohrman Motor	WGN-TV	Malcolm-Howard
Wrestling	National Brewing Co. Beer	WMAR-TV	Owen & Chappell
Wrestling	Moore & Quinn Beer and Ale	WHEN	Fellows Agency
Wrestling Bouts	Duquesne Brewing Co.	WNBK	Walker & Downing
Wrestling From Broadway Arena	Seidenberg Cigars	WPIX	I. Lewis

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Wrestling From Chicago	R. C. A. Mainline Distributors Radio and TV Distributors	WSPD-TV	
Wrestling From Eastern Parkway	Sunset Appliance Stores TV and Home Appliances	WOR-TV	
Wrestling From Jamaica Arena	Frost Stores Electric Appliances	WOR-TV	Getschal & Richard
Wrestling From Ridgewood Grove	Ripley Clothes Menswear	WPIX	The Bobley Co.
Wrestling Matches	Grand Prize Beer	WBAP-TV	Wilhelm, Laughlin, Wilson
Ed Wynn Show	Speidel Corp. Watchbands	CBS-TV	Cecil & Presbrey, Inc.

X Y Z

Yesterday's News	Omaha Public Power Institutional and Appliances	WOW-TV	Allen & Reynolds
Yesterday's Newsreel	John M. Roberts and Sons	WDTV	W. Earl Bothwell, Inc.
You Are An Artist	Doubleday & Co. Books	WABD	Huber Hoge & Sons
Young America	Dancing Studio	KTLA	
Young American's Club	Foremost Dairies Dairy Products	WABP-TV	Albert Evans Advertising
Your Football Analysis	Young Men's Shop Clothes	WOIC	Harwodd Martin Agency
Your Junior Revue	RCA Victor and (Georges) Home Appliance Electrical Appliances	WOIC	Robert J. Enders Agency
Your Show Time	American Tobacco Co. Lucky Strike Cigarettes	NBC-TV	N. W. Ayer & Sons, Inc.
Your Television Shopper	W. T. Grant Department Store	WHEN	
Your TV Shopper	Saks 34th St. Department Stode Mdse.	WABD	H. B. Humphrey Co.
Your Weatherman	General Electric Supply Co. Electrical Appliances	WNBW	M. Belmont Ver Standig Advertising

TELEVISION HIGHLIGHTS—1949

(From the Files of RADIO DAILY)

JANUARY

6—Westinghouse reports technical problems in use of Stratovision for relaying TV and FM signals have been solved, and the system is ready for commercial development.

7—FCC said construction permit holders must proceed with their construction plans or risk losing their permits, in replying to WSAZ, W. Va., who asked for a declatory ruling on whether an application for extension of time will be granted if the delay is occassioned by the present TV freeze.

10—William S. Hedges, NBC vice-president, predicted today that by the end of 1952, 17,000,000 families or 50 per cent of the U. S. total will have tele receivers in their homes.

11—Network TV reaches approximately 1/3 of the U. S. as AT&T's coaxial cable link between Philadelphia and Cleveland officially opened tonight.

17—NAB reports the average operating expense per year for a metropolitan TV station is $356,000.

21—Record radio and television audiences were reported yesterday as the nation heard and viewed the Inaugural Day ceremonies of President Truman in Washington.

23—The CBS-TV Clinics got underway at the Waldorf-Astoria with FCC Chairman Wayne Coy speaking before 250 executives about the TV freeze.

FEBRUARY

2—DuMont, TBA, Western Union and Philco protested AT&T Television cable rule, and urged FCC for revision.

3—Program of expanded activity has been launched by the TBA to keep pace with the rapid growth of the industry during the past year.

7—TV-survey reports held inadequate; more definite information is sought by the agencies and web researchers.

8—Mortimer W. Loewi, executive assistant to Dr. Allen B. DuMont, took over directorship of the DuMont network following the resignation of Lawrence G. Phillips as general manager.

9—Volume of over a billion dollars for the television industry in 1949 was predicted yesterday by Joseph B. Elliot, vice-president in charge of RCA consumer products in an article written for the TV section of the 1949 Radio Annual.

23—The running jurisdictional battle between International Alliance of Theatrical Stage Employees, and the National Association of Broadcast Engineers and Technicians over various categories of TV production staffers broke out today when NABET president John R. McDonnell accused IA of holding up labor peace in the industry.

MARCH

4—Top executives representing all branches of the industry gathered in Chicago today for the opening of the First National TV Conference being held at the Palmer House today through Wednesday.

11—CBS-TV film department sent letters to all web affiliates oferring them first run rights in their areas to four film packages totalling 82 features and shorts.

17—Paramount Pictures told FCC that the Commission has no right to jeopardize its television licenses, present and future, on the basis of Paramount's past anti-trust law violations.

22—Two manufacturing companies served Zenith with a bill of complaint alleging combined damages resulting from Zenith's advertisements which stated that the FCC was about to change TV wave lengths which change would render all present receivers and component parts thereof absolete and junk.

23—NBC production of kinescope recording film now exceeds output of major movie studios, according to Carleton D. Smith, director of the web's TV operations.

APRIL

7—DuMont completes ten years of telecasting.

14—Television held the spotlight during the closing session of the NAB convention and the panel of experts seemed to agree that television will exceed, not replace AM.

19—Video becomes school teacher as WBAL-TV and the Baltimore Public School System inaugurate TV on a regular basis for classroom instruction.

25—CBS installs a new transmitter in New York to be used for color experiments, using the new transmitter atop the Chrysler Tower and improved color cameras and receivers.

28—In a speech at ANPA Convention, Niles Trammell, NBC president, forecast the total television sales for 1949 will amount to $25,000,000.

29—Permanent falicities for TV coverage of the United Nations activities at Lake Success and Flushing Meadows, New York, were installed by NBC, CBS and UN officials, with equipment supplied by RCA Victor.

MAY

9—Hooper announces first TV web ratings which will cover viewing during this month in 29 of the 33 TV cities throughout the country.

10—Approximately 140,000 persons viewed the first telecast of the Kentucky Derby aired by WAVE-TV, Louisville.

16—Five major networks have accepted an Ascap offer to negotiate a TV contract apart from the NAB and the first meetings are scheduled to begin this week.

18—TBA and NAB are battling for supremacy as the No. 1 industry organization in the television field, and both are planning a drive to strengthen their positions.

25—NBC completes installation atop RCA Building of two radomes, large plastic dome-shaped structures to provide an all-weather microwave radio relay receiving point for picking up remote broadcasts from a radius of approximately 30 miles.

27—Predicting the lifting of the TV freeze in the late fall, the FCC plans to open up the lower portion of UHF band at the same time, and to permit narrow-band color TV reception on present-type home receivers with relatively minor adjustments.

JUNE

2—Information reveals television production on a large scale in Western Europe is a project of the far distant future, mainly because of the considerable economic problems involved.

3—International Silver Co. has notified all silverware dealers throughout the country that it sees television as being the greatest of all media for advertising its product and that major campaigns will be launched in the fall in every city where a TV station exists.

9—Television Authority organization formed composed of all 13 of the four "A" unions to end jurisdictional squabbles between the unions for control of television talent.

17—DuMont television network to air all Notre Dame home games which will be the first full home schedule of football games ever televised on a national network.

21—At least $7,350,000 for equipment and construction of studios, offices and transmitting plants will be spent by the '49 holders of outstanding TV construction permits whose stations are expected to go on the air during the remainder of this year and the early part of '50.

22—"Theater Television" scored heavily as 4,500 people jammed Fabian's Brooklyn Fox Theater, and almost a full house at the Times Square Paramount Theater to witness the heavyweight championship boxing bout between Jersey Joe Walcott and Ezzard Charles.

JULY

1—FCC is issuing a revised nation-wide table of TV frequency allocations; Commission defers action on plea of TBA for lifting of freeze.

5—One out of every nine families in the average community near New York own a television set today, as against one out of 50 families a year ago, according to a study made public by Newell-Emmett Co., a N. Y. agency.

6—Lower priced television sets, numerous improvements, and lower costs feature the opening of the 25th anniversary of the American Furniture Mart show in Chicago with 20,000 buyers present from all parts of the country.

21—FCC asked all experimental television station operators to report on the results of their research and experimental programs prior to the August 29th hearings on UHF and color proposals.

26—The Columbia Broadcasting System today will begin experimental color television transmission using the standard RCA transmitter of WCBS-TV operating on Channel 2, the station's regularly assigned VHF band.

27—RCA sold its first theater tele installation to Fabian's Brooklyn Fox Theater, which marks the first permanent TV installation by an independent theater group.

AUGUST

2—RCA has developed an improved system of electronic color and plans to hold a demonstration coincident with the FCC hearings next month, but the firm will reiterate its position that commercial color still is several years away.

3—Board of directors of the Motion Picture Association of America (the Johnston Office) instructed membership to petition for an FCC hearing for the purpose of reserving and allocating high frequency channels for theater tele service.

4—Zenith asked the FCC to okay a three-month trial run of Phonevision in the Chicago area using the company's outlet W9XZV.

9—Receiver sales by major manufacturers during the second half of this year are expected

to exceed all previous records, according to initial dealer and consumer reactions to the new fall lines introduced during the past month.

26—DuMont offered the FCC an allocation plan to permit an assignment on all four VHF channels to all major population areas, thus ending the freeze.

30—NBC today announced a new video programming concept whereby the three top Saturday night program hours will be offered as a block for participation sponsorship by 12 non-competitive advertisers.

SEPTEMBER

6—CBS, at the request of the FCC, will begin a series of color TV test over WOIC, its Washington, D. C. video affiliate, on or about September 26th.

8—The Future of television in Mexico rests with the government and decision will probably be reached this month as to whether or not TV will be operated by the government or will be privately owned.

15—TV coverage of the 1949 World Series will be made available to every station, affiliated or independent, connected to the AT&T network or capable of receiving a feed from the web.

30—RCA yesterday asked immediate action by the FCC to lift the TV freeze and open the UHF, authorize color on both VHF and UHF bands with the requirement that compatibility be maintained and to set up a time schedule for the industry to recommend standards for colorcasting.

OCTOBER

6—More than 3,500 cheering baseball fans comfortably seated in Brooklyn Fabian Fox Theater saw the first game of the World Series on the silver screen of the 4,060-seat movie via television.

7—CBS demonstrated a sample color video network to the FCC yesterday, sending color pictures over a 750-mile circuit with little or no less in quality.

11—RCA has a new color tube in the works, Dr. Elmer W. Engstrom, Vice-President in charge of research for RCA Labs., disclosed to the FCC members and television experts attending an RCA color video demonstration in Washington.

18—After more than a year of negotiation, ABC, CBS, NBC and Ascap signed a five year contract covering TV use of ASCAP members' music on a blanket basis with rates per cent higher than those for AM.

26—FCC Commissioner Robert F. Jones was accused of "pitching" for the CBS color-TV system by Philco's veepee, David Smith, whose actions enlivened the color hearings in Washington.

31—The FCC virtually killed all hope for an early lifting of the freeze when it announced that it will hold additional color hearings and tests in February, postponing all action of allocations until completion of the color question.

NOVEMBER

1—A. D. Dunton, CBC board chairman, said TV in Canada is "wide open" for private broadcasters but there has been little interest shown.

4—Dr. Allan B. DuMont told the FCC that stories about color TV being just around the corner are "just fooling the public," he added that color video is probably 15 years away.

15—Plans are being formulated for the construction atop the Empire State Building of a master transmitter antenna mast which could accommodate all stations in the New York area.

17—International board of the 4-A's voted into existence Television Authority, an overall group to represent talent in the TV field, with the express understanding that TVA would mediate all matters that may be in dispute with the western unions.

DECEMBER

6—John W. Craig, Avco vice-president and general manager of its Crosley Division, urged an exchange of TV programs between Canada and the United States, and he predicted that television will become an element of prime importance in Canada's economy as it is doing in the U. S.

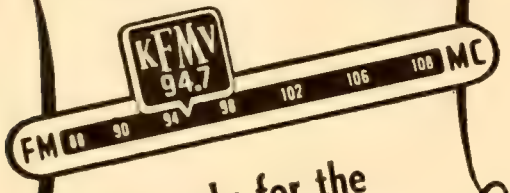
14—CBC announced firsts television plans for construction of two stations in Montreal and one in Toronto.

20—Commercial development of television has been approved by the government of Mexico, and before the end of 1950 at least two privately owned TV stations will be in operation in the Mexico City area.

21—In its first official act, the board of the newly-organized TVA has invited SAG to join with it in a TV partnership, and asked SAG to hold up negotiations with film companies until the two groups can meet.

27—RCA Chairman David Sarnoff in his year-end statement, said that the year 1949 has been a good one for the radio-television industry and 1950 promises to be another good year.

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FREQUENCY MODULATION

FM Stations In Operation

□

Stations Listed by
States — Cities

□

Chief Executive

NINETEEN FIFTY

FM Broadcast Stations In Operation As of Jan. 1, 1950

ALABAMA

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Albertville	WAVU-FM	Sand Mountain Bcstg. Svc.	105.1	Pat M. Courington, Pres.
Alexander City	WRFS-FM	Piedmont Service Corp.	106.1	James L. Coley, Pres.
Anniston	WHMA-FM	Harry M. Ayers	100.5	Harry M. Ayers, Pres.
Bessemer	WJLN	Johnston Bcstg. Co.	104.7	George Johnston, Jr., Pres.
Birmingham	WAFM	Voice of Ala., Inc.	99.5	Thad Holt, Pres.
Birmingham	WSGN-FM	The Birmingham News Co.	93.7	Henry P. Johnston, Gen. Mgr.
Cullman	WFMH	The Voice of Cullman	100.9	
Gadsden	WJBY-FM	Gadsen Bcstg. Co.	103.7	B. H. Hopson, Pres.
Huntsville	WHBS-FM	The Huntsville Times Co.	95.1	Henry P. Johnston, Pres.
Mobile	WABB-FM	Mobile Press Register, Inc.	102.1	R. B. Chandler, Pres.
Mobile	WKRG-FM	Giddens & Rester	99.9	F. F. Busby, Gen. Mgr.
Montgomery	WCOV-FM	Estate of G. W. Covington, Jr.	94.5	J. W. Kirkpatrick, Gen. Mgr.

ARKANSAS

Blytheville	KLCN-FM	Harold L. Sudbury	96.1	Harold L. Sudbury, Pres.
Fort Smith	KFPW-FM	Southwestern Hotel Co.	94.9	J. A. England, Pres.
Fort Smith	KFSA-FM	Southwestern Pub. Co.	107.7	Donald W. Reynolds, Pres.
Jonesboro	KBTM-FM	Regional Bcstg. Co.	101.9	Jay P. Beard, Pres.
Little Rock	KVLC-FM	Southwestern Bcstg. Co.	94.1	Leonard Coe, Gen. Mgr.
Siloam Springs	KUOA-FM	KUOA, Inc.	105.7	John E. Brown, Pres.

CALIFORNIA

Bakersfield	KERN-FM	McClatchy Bcstg. Co.	94.1	Eleanor McClatchy, Pres.
Bakersfield	KMAR	Marmat Radio Co.	92.5	
Chico	KVCI	Golden Empire Bcstg. Co., Inc.	101.1	Hugh McClung, Sr., Pres.
Eureka	KRED	Redwood Bcstg. Co.	96.3	William B. Smulling, Pres.
Fresno	KARM-FM	The George Harm Station	101.9	Hattie Harm, Pres.
Fresno	KMJ-FM	McClatchy Bcstg. Co.	97.9	Eleanor McClatchy, Pres.
Fresno	KRFM	Calif. Inland Bcstg. Co.	93.7	Paul R. Bartlett, Pres.
Hollywood	KECA-FM	American Bcstg. Co.	95.5	Clyde Scott, Gen. Mgr.
Hollywood (28) 6540 Sunset Blvd.	*KFMV*	*Union Bcstg. Corp. of Calif. Phone: Hillside 7406 Transmitter: Atop Mt. Wilson 58,000 Watts; Channel 234*	*94.7*	*Cliff T. Mayer, Pres. Frederick Umhey, Secty. John Matyas, Treas. Cliff Gill, Gen. Mgr. Ben Russell, Pgm. Dir. Samuel I. Margolin, Chief Engr. William Kenneally, Dir. of News and Sp. Events*
Hollywood	KHJ-FM	Don Lee Bcstg. System	101.1	Willet H. Brown, Pres.
Hollywood	KMPC-FM	Station of Stars	100.3	G. A. Richards, Owner
Long Beach	KNOB	Cerritos Bcstg. Co.	103.1	Jay E. Tapp, Gen. Mgr.
Los Angeles	KFAC-FM	Los Angeles Bcstg. Co., Inc.	104.3	Calvin J. Smith, Pres.
Los Angeles	KFI-FM	Earle C. Anthony, Inc.	105.9	Earle C. Anthony, Pres.
Los Angeles	KKLA	Echo Pk. Evangelistic Assoc.	97.1	Dr. Rolf K. McPherson, Pres.
Los Angeles	KMGM	MGM Studios, Inc.	98.7	Bertram Labhar, Jr., Dir.
Los Angeles	KNX-FM	Columbia Bcstg. System	93.1	Frank Stanton, Pres.
Los Angeles	KRKD-FM	Radio Bcstrs., Inc.	96.3	Ned Connor, Gen. Mgr.
Marysville	KMYC-FM	Marysville-Yuba Bcstrs., Inc.	99.9	H. E. Thomas, Pres.
Merced	KVME	Merced Bcstg. Co.	97.5	Hugh McClung, Pres.
Modesto	KBEE	McClatchy Bcstg. Co.	103.3	Eleanor McClatchy, Pres.
Modesto	KTRB-FM	KTRB Bcstg. Co.	104.1	William H. Bates, Jr., Pres.
Oakland	KLX-FM	Tribune Bldg. Co.	101.3	J. R. Knowland, Jr., Pres.
Ontario	KEDO	The Daily Reporter	93.5	Jerene A. Harnish, Pres.
Pasadena	KARS	KAGH, Inc.	98.3	Andrew G. Haley, Pres.
Redding	KVRE	Golden Empire Bcstg. Co.	103.9	Hugh McClung, Pres.
Riverside	KPOR	Bcstg. Corp of America	97.5	W. L. Gleeson, Pres.
Sacramento	KCRA-FM	KCRA, Inc.	96.1	Ewing C. Kelly, Pres.
Sacramento	KFBK-FM	McClatchy Bcstg. Co.	96.9	Eleanor McClatchy, Pres.
Sacramento	KXOA-FM	Sacramento Bcstrs., Inc.	107.9	Lincoln Dellar, Pres.
Salinas	KSNI	Monterey Peninsula Bcstg. Co.	94.5	Merritt C. Speidel, Pres.
San Bernardino	KBMT	Sun Co. of San Bernardino	99.9	James A. Guthrie, Pres.
San Bruno	KSBR	Radio Diablo, Inc.	101.5	Orrin H. Brown, Pres.
San Diego	KFMB-FM	Jack Gross Bcstg. Co.	101.5	Jack O. Gross, Pres.
San Diego	KFSD-FM	Airfan Radio Corp., Ltd.	94.1	Thomas E. Sharp, Pres.
San Diego	KSDO	Sam Diego Bcstg. Co.	96.5	C. A. Smith, Pres.

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
San Diego	KWFM	Studebaker Bcstg. Co.	104.7	Fred Rabell, Gen. Mgr.
San Francisco	KCBS-FM	Columbia Bcstg. Co., Inc.	103.7	Frank Stanton, Pres.
San Francisco	KGO-FM	American Bcstg. Co.	106.1	Gayle V. Grubb, Gen. Mgr.
San Francisco	KGSF	Warners Bros. (KWBR)	97.3	S. W. Warner, Gen. Mgr.
San Francisco	KJBS-FM	KJBS Bcstrs.	98.9	E. P. Franklin, Gen. Mgr.
San Francisco	KNBC-FM	National Bcstg. Co.	99.7	John W. Elwood, Gen. Mgr.
San Francisco	KRON-FM	Chronicle Pub. Co.	96.5	Charles Thieriot, Gen. Mgr.
San Francisco	KSFH	Pacific Bcstg. Co.	94.9	Charles A. Gibson, Pres.
San Jose	KRPO	FM Radio & Tele Corp.	92.3	W. L. Gleeson, Pres.
San Jose	KSJO-FM	Santa Clara Bcstg. Co.	95.3	Patrick H. Peabody, Pres.
San Luis Obispo	KVEC-FM	The Valley Electric Co.	99.9	Christine M. Jacobson, Pres.
Santa Ana	KVOE-FM	Voice of the Orange Empire	96.7	Ernest L. Spencer, Pres.
Santa Maria	KSMB	John H. Poole	103.1	John H. Poole, Pres.
Sauselito	KDFC	Sundial Bcstg. Corp.	102.1	William R. Crocker, Pres.
Stockton	KGDM-FM	E. F. Peffer	92.9	E. F. Peffer, Pres.

COLORADO

Denver	KFEL-FM	Eugene P. O'Fallon, Inc.	97.3	Gene O'Fallon, Gen. Mgr.
Denver	KLZ-FM	Aladdin Radio & TV Co.	94.1	Hugh B. Terry, Mgr.
Denver	KOA-FM	National Bcstg. Co.	95.7	Joseph H. McConnell, Pres.

CONNECTICUT

Greenwich	WGCH	Greenwich Bcstg. Corp.	95.9	Walter S. Lemmon, Pres.
Hartford	WDRC-FM	The Conn. Bcstg. Co.	93.7	Franklin M. Doolittle, Pres.
Hartford	WTHT-FM	Hartford Times, Inc.	106.1	C. Glover DeLaney, Gen. Mgr.
Hartford	WTIC-FM	Travelers Bcstg. Service Corp.	96.5	Jesse W. Randell, Pres.
Meriden	WMMW-FM	Silver City Crystal Co.	95.7	Carl A. Schultz, Pres.
New Britain	WFHA	New Britain Bcstg. Co.	103.7	Julian Gross, Pres.
New Haven	WAVZ-FM	WAVZ Bcstg. Corp.	95.1	Victor W. Knauth, Pres.
New Haven	WBIB	The Colony Bcstg. Corp.	100.7	Samuel Botwinik, Pres.
New Haven	WELI-FM	Conn. Radio Foundation	107.9	Harry C. Wilder, Pres.
New Haven	WNHC-FM	Elm City Bcstg. Corp.	99.1	Patrick J. Good, Pres.
New London	WNLC-FM	The Thames Bcstg. Corp.	99.5	Gerald J. Morey, Gen. Mgr.
Stamford	WSTC-FM	The Western Conn. Bcstg. Co.	96.7	Kingsley Gillespie, Pres.

DELAWARE

Wilmington	WAMS-FM	Wilmington Tri-State Bcstg. Co.	96.1	Frank S. Carrow, Pres.

DISTRICT OF COLUMBIA

Washington	WASH	Commercial Radio Equip. Co.	97.0	Everett L. Dillard, Pres.
Washington	WCFM	Cooperative Bcstg. Assn.	99.5	George A. Bernstein, Gen. Mgr.
Washington	WMAL-FM	Evening Star Bcstg. Co.	107.3	S. H. Kauffmann, Pres.
Washington	WOL-FM	Cowles Bcstg. Co.	98.7	Gardner Cowles, Pres.
Washington	WQQW-FM	Radio Station WQQW, Inc.	103.5	Morris, Rodman, Pres.
Washington	WRC-FM	National Bcstg. Co.	93.9	Joseph H. McConnell, Pres.
Washington	WTOP-FM	WTOP, Inc.	96.3	Philip L. Graham, Pres.
Washington	WWDC-FM	Capital Bcstg. Co.	101.1	Joseph Katz, Pres.

FLORIDA

Daytona Beach	WNDB-FM	News-Journal Corp.	94.5	Jerry Stone, Gen. Mgr.
Ft. Lauderdale	WGOR	Gore Pub. Co.	106.5	J. W. Dickey, Exec. V. P.
Gainesville	WRUF-FM	U. of Florida	104.1	Garland Powell, Dir.
Jacksonville	WJAX-FM	City of Jacksonville	95.1	John T. Hopkins, III, Gen. Mgr.
Jacksonville	WJHP-FM	The Metropolis Co.	96.9	John H. Perry, Pres.
Jacksonville	WMBR-FM	Florida Bcstg. Co.	96.1	Frank King, Pres.
Miami	WGBS-FM	Fort Industry Co.	96.3	George B. Storer, Pres.
Miami	WIOD-FM	Isle of Dreams Bcstg. Corp.	97.3	Daniel J. Mahoney, Pres.
Miami	WQAM-FM	Miami Bcstg. Co.	94.9	John S. Knight, Pres.
Miami	WWPB-FM	Paul Brake	101.5	Paul Brake, Owner
Miami Beach	WKAT-FM	WKAT, Inc.	93.1	Frank Katzentine, Pres.
Miami Beach	WLRD	Mercantile Bcstg. Co.	93.9	Alan H. Rosenson, Pres.
Orlando	WBDO-FM	Orlando Bcstg. Co., Inc.	92.3	George C. Johnston, Pres.
Orlando	WHOO-FM	Radio Station WHOO	96.5	Martin Anderson, Pres.
Palm Beach	WWPG-FM	Palm Beach Bcstg. Corp.	97.9	Charles E. Davis, Pres.
Pensacola	WCOA-FM	Pensacola Bcstg. Co.	98.9	John H. Perry, Pres.
St. Petersburg	WTSP-FM	Pinellas Bcstg. Co.	102.5	N. B. Poynter, Pres.
Tallahassee	WTAL-FM	John H. Phipps	103.9	John H. Phipps, Pres.
Tampa	WDAE-FM	Tampa Times Co.	105.7	David E. Smiley, Pres.
Tampa	WFLA-FM	Tribune Co.	93.3	C. G. Baskerville, Gen. Mgr.

GEORGIA

Athens	WGAU-FM	J. K. Patrick & Co.	99.5	J. K. Patrick, Pres.
Atlanta	WAGA-FM	Fort Industry Co.	103.3	George B. Storer, Pres.
Atlanta	WATL-FM	Atlanta Bcstg. Co.	97.5	J. W. Woodruff, Sr., Pres.

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Atlanta	WBGE-FM	General Bcstg. Co	95.5	Mike Benton, Pres.
Atlanta	WCON-FM	Constitution Pub. Co	98.5	Clark Howell, Pres.
Atlanta	WGST-FM	Univ. System of Ga	94.1	F. M. Sparatlin, Pres.
Atlanta	WSB-FM	Atlanta Journal Co	104.5	J. Leonard Reinsch, Mgng. Dir.
Cedartown	WGAA-FM	Northwest Ga. Bcstg. Co.	96.1	O. C. Lam, Pres.
Columbus	WDAK-FM	Radio Columbus	107.9	Allen M. Woodall, Pres.
Columbus	WGBA-FM	Ga.-Ala. Bcstg. Corp	95.1	Walter M. Windsor, Gen. Mgr.
Columbus	WRBL-FM	Columbus Bcstg. Co	93.3	J. W. Woodruff, Sr., Pres.
Gainesville	WDUN-FM	Northeast Georgia Bcstg. Co.	103.9	Paul C. Plaginos, Pres.
LaGrange	WLAG-FM	LaGrange Bcstg. Co	104.1	Roy C. Swank, Pres.
Macon	WBML-FM	Middle Ga. Bcstg. Co.	100.7	E. D. Black, Pres.
Macon	WMAZ-FM	Southeastern Bcstg. Co.	99.1	George P. Rankin, Pres.
Macon	WNEX-FM	Macon Bcstg. Co	96.9	E. M. Lowe, Pres.
Newnan	WCOH-FM	Newnan Bcstg. Co.	92.3	James Thomasson, Gen. Mgr.
Rome	WRGA-FM	Rome Bcstg. Corp.	106.5	John W. Quarles, Pres.
Savannah	WDAR-FM	WDAR, Inc.	96.5	A. C. Neff, Pres.
Savannah	WSAV-FM	WSAV, Inc.	100.3	Harben Daniel, Pres.
Savannah	WTOC-FM	Savannah Bcstg. Co	97.3	William T. Knight, Jr., Pres.
Toccoa	WLET-FM	R. G. LeTourneau	106.1	R. G. LeTourneau, Pres.
Valdosta	WGOV-FM	E. D. Rivers	92.5	E. D. Rivers, Owner
West Point	WRLD-FM	Valley Bcstg. Co	102.9	J. C. Henderson, Pres.

IDAHO

Boise	KIDO-FM	KIDO, Inc.	106.1	George M. Davidson, Pres.
Nampa	KFXD-FM	Frank E. Hurt & Son	101.9	Frank E. Hurt, Pres.
Pocatello	KSEI-FM	Radio Service Corp	96.5	O. P. Soule, Pres.
Twin Falls	KTFI-FM	Radio Bcstg. Corp	99.7	O. P. Soule, Pres.

ILLINOIS

Alton	WOKZ-FM	WOKZ, Inc.	99.9	R. C. Goshorn, Pres.
Aurora	WBNU	Copley Press, Inc.	103.9	Bob Diller, Gen. Mgr.
Bloomington	WJBC-FM	Bloomington Bcstg. Corp	101.5	Loring Merwin, Pres.
Brookfield	WRGK	WRGK, Inc.	103.1	George M. Ives, Pres.
Canton	WBYS-FM	Fulton County Bcstg. Co.	100.9	Harold R. Winsor, Pres.
Carbondale	WCIL-FM	Southern Ill. Bcstg.	100.7	Paul F. McRoy, Pres.
Centralia	WCNT-FM	WCNT, Inc.	96.5	George F. Isaac, Pres.
Champaign	WDWS-FM	Champaign-News Gazette, Inc.	97.5	Marc Howard, Comm. Mgr.
Chicago	WAAF-FM	Corn Belt Pub., Inc.	93.9	Ward A. Neff, Pres.
Chicago	WBBM-FM	Columbia Bcstg. System	97.1	H. Leslie Atlass, V. P.
Chicago	WBIK	Balaban & Katz Corp.	96.3	John H. Mitchell, Gen. Mgr.
Chicago	WEFM	Zenith Radio Corp.	99.5	E. F. McDonald, Jr., Pres.
Chicago	WENR-FM	American Bcstg. Co.	94.7	Robert Kintner
Chicago	WFJL	Lewis College of Science & Tech.	93.1	Rev. Bernard J. Sheil, Pres.
Chicago	WFMF	WJJD, Inc.	100.3	Marshall Field, Pres.
Chicago	WGNB	WGN, Inc.	98.7	Frank P. Schreiber, Gen. Mgr.
Chicago	WMAQ-FM	National Bcstg. Co.	101.1	Joseph H. McConnell, Pres.
Chicago	WMOR	Met. Radio Corp.	102.7	Ralph J. Wood, Jr., Pres.
Chicago	WOAK	Gale Bcstg. Co.	105.9	Bernard Jacobs, Pres.
Chicago (11) 505 N. Michigan Ave.	***WXRT***	***Radio Station WSBC Phone: WHitehall 4-1711 25,000 Watts; Channel 270***	***101.9***	***Robert O. Miller, Gen. Mgr. & Program Dir. Julius Miller, Comm. Mgr.***
Chicago Heights	WCHI	Chicago Heights Bcstg. Co.	95.9	Anthony Santucci, Pres.
Cicero	WEHS	WHFC, Inc.	97.9	R. W. Hoffman, Gen. Mgr.
Decatur	WSOY-FM	Illinois Bcstg. Co.	102.1	F. W. Schaub, Pres.
East St. Louis	WTMV-FM	WTMV On the Air Inc.	102.5	Alvin O. Eades, Pres.
Elmwood Park	WLEY	Elmwood Pk. Bcstg. Corp.	107.1	Zeb Zarnecki, Pres.
Evanston	WEAW	North Shore Bcstg. Co., Inc.	105.1	Edward A. Wheeler, Pres.
Evanston	WTQS	Lake Shore Bcstg. Co.	107.9	
Freeport	WFJS	Freeport Journal-Standard Pub. Co.	102.5	Donald L. Breed, Pres.
Harrisburg	WEBQ-FM	Harrisburg Bcstg. Co.	99.9	Inglis M. Taylor, Gen. Mgr.
Herrin	WJPF-FM	Orville W. Lyerla	98.5	Orville W. Lyerla, Pres.
Jacksonville	WLDS-FM	Edge & Korsmeyer	100.5	E. J. Korsmeyer, Gen. Mgr.
Kankakee	WKIL	Kankakee Daily Journal Co.	100.7	Leslie C. Small, Pres.
LaSalle	WFMX	Radio Bcstg. Co.	106.9	
Mattoon	WLBH-FM	Mattoon Bcstg. Co.	96.9	J. R. Livesay, Pres. ,
Mt. Vernon	WMIX-FM	Mt. Vernon Radio & TV Corp.	94.1	John R. Mitchell, Pres.
Oak Park	WNOI	c/o Wm. L. Klein	102.9	
Oak Park	WOAK	Gale Bcstg. Co.	105.9	Bernard Jacobs, Pres.
Peoria	WMBD-FM	Peoria Bcstg. Co.	92.5	Edgar L. Bill, Pres.
Quincy	WQDI	Quincy Bcstg. Co.	105.1	T. C. Oakley, Pres.
Quincy	WTAD-FM	Lee Bcstg. Co.	99.5	Lee P. Loomis, Pres.
Rockford	WROK-FM	Rockford Bcstrs., Inc.	97.5	Albert G. Simms, Pres.
Rock Island	WHBF-FM	Rock Island Bcstg. Co.	98.9	Ben H. Potter, Pres.
St. Charles	WEXI	Greater Ill. Bcstg.	106.3	John A. Schroeder, Pres.
Springfield	WCVS-FM	WCBS, Inc.	102.9	H. L. Dewing, Pres.
Springfield	WTAX-FM	WTAX, Inc.	103.7	Oliver J. Keller, Pres.
Urbana	WKID	University City Bcstg. Co.	103.3	Elwood Fabert, Pres.
Waukegan	WKRS-FM	Keystone Prtg. Service, Inc.	106.7	Frank H. Just, Pres.
Woodstock	WILA	Northern Ill. Bcstg. Co.	92.1	H. Z. Benton, Gen. Mgr.

INDIANA

Anderson	WCBC-FM	Civic Bcstg. Corp.	106.3	Lloyd B. Gallimore, Pres.
Bloomington	WSUA-FM	Radio Station WSUA, Inc.	103.7	L. C. J. Yeager, Pres.

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Columbus	WCSI	Syndicate Theatres, Inc.	93.7	Joseph P. Finneran, Pres.
Connersville	WCNB-FM	News-Examiner Co.	100.3	Emmett M. Jackson, Gen. Mgr.
Crawfordsville	WFMU	Journal Review	102.9	Foster Fudge, Owner
Elkhart	WTRC-FM	Truth Pub. Co.	100.7	Richard W. Holloway, Gen. Mgr.
Evansville	WIKY-FM	South Central Bcstg. Corp.	104.1	John A. Engelbrecht, Pres.
Evansville	WMLL	On the Air, Inc.	94.5	Clarence Leich, Gen. Mgr.
Fort Wayne	WKJG-FM	Northeastern Ind. Bcstg. Co., Inc.	106.1	C. L. Schust, Pres.
Fort Wayne	WOWO-FM	Westinghouse Radio Stations, Inc.	96.1	Walter Evans, Pres.
Hammond	WJIZ	South Shore Bcstg. Corp.	92.3	Robert C. Adair, Gen. Mgr.
Indianapolis	WXLW-FM	Radio Indianapolis, Inc.	94.7	John C. Appel, Pres.
Lafayette	WFAM	WFAM, Inc.	95.1	O. E. Richardson, Pres.
Marion	WMRI	Chronicle Pub. Co., Inc.	106.9	Gardner J. Thomas, Pres.
Michigan City	WIMS-FM	Northern Indiana Bcstrs., Inc.	93 5	O. E. Richardson, Pres.
Muncie	WMUN	Tri-City Radio Corp.	104.1	D. A. Burton, Pres.
New Castle	WCTW	Courier-Times, Inc.	102.5	Walter S. Chambers, Sr., Pres
Shelbyville	WSRK	Shelbyville Radio, Inc.	101.3	John C. DePrez, Pres.
South Bend	WSBT-FM	South Bend Tribune	101.3	F. A. Miller, Pres.
Terre Haute	WBOW-FM	Banks of the Wabash, Inc.	101.1	Alvin Eades, Pres.
Terre Haute	WTHI-FM	Wabash Valley Bcstg. Corp.	99 9	Anton Hulman, Jr., Pres.
Wabash	WWNI	Syndicate Theatres, Inc.	97.5	Trueman T. Rembusch, Pres.
Warsaw	WRSW	Reub Williams & Sons	107.3	R. B. Williams, Pres.
Washington	WFML	Washington Radio, Inc.	106.5	Paul R. Bausman, Pres.

IOWA

Ames	KASI-FM	Ames Bcstg. Co.	95.5	W. S. Rupe, Pres.
Boone	KFGQ-FM	Boone Biblical College	95.5	
Burlington	KBUR-FM	Burlington Bcstg. Co	92.9	G. B. McDermott, Pres.
Cedar Rapids	KCRK	The Gazette Co.	96.9	J. F. Hladky, Vice-Pres.
Clinton	KROS-FM	Clinton Bcstg. Corp.	96 1	William S. Jacobsen, Pres.
Council Bluffs	KFMX	Nonpareil Bcstg. Co.	96.1	Robert R. O'Brien, Pres.
Davenport	WOC-FM	Tri-City Bcstg. Co.	103.7	Col. B. J. Palmer, Pres.
Des Moines	KCBC-FM	Majestic Bcstg. Co.	94.1	Claire Grant, Mgr.
Des Moines	KRNT-FM	Cowles Bcstg. Co.	104.5	Gardner Cowles, Pres.
Des Moines	KSO-FM	Murphy Bcstg. Co.	97.3	Kingsley H. Murphy, Pres.
Des Moines	WHO-FM	Central Bcstg. Co.	100.3	Col. B. J. Palmer, Pres.
Dubuque	KDTH-FM	Telegraph-Herald	100.5	F. W. Woodward, Pres.
Dubuque	WDBQ	Dubuque Bcstg. Co.	103.3	James D. Carpenter, Pres.
Fort Dodge	KFMY	Northwest Bcstg. Co.	102.7	Edward Breen, Pres.
Keokuk	KOKX-FM	Keokuk Bcstg. Co.	102.7	H. W. Stadler, Pres.
Mason City	KGLO-FM	Lee Radio, Inc.	101.1	Lee P. Loomis, Pres.
Sioux City	KSCJ-FM	Perkins Bros. Co.	94.9	W. R. Perkins, Pres.
Storm Lake	KAYL-FM	Cornbelt Bcstg. Co.	101.5	Oscar J. Grau, Pres.
Waterloo	KXEL-FM	Josh Higgins Bcstg. Co.	105.7	Joe DuMond, Pres.

KANSAS

Garden City	KGAR-FM	Ark. Valley Bcstg. Co., Inc.	93.3	Dale E. Kern, Gen. Mgr.
Hutchinson	KIMV	Hutchinson Pub. Co.	94.5	John P. Harris, Pres.
Hutchinson	KWBW	Nation's Center Bcstg. Co.	93.1	William Wyse, Pres.
McPherson	KNEX-FM	McPherson Bcstg. Co.	103.1	Evart Mills, Pres.
Topeka	WIBW-FM	Topeka Bcstg. Assn., Inc.	102.5	H. S. Blake, Pres.
Wichita	KFH-FM	Radio Station KFH Co.	100.3	John Rigby, Pres.

KENTUCKY

Ashland	WCMI-FM	Ashland Bcstg. Co.	93.7	Gilmore N. Nunn, Pres.
Bowling Green	WBON	Bowling Green Bcstg. Corp.	101.1	Ken D. Given, Pres.
Henderson	WSON-FM	Henderson Bcstg. Co., Inc.	99.5	Hecht S. Lackey, Pres.
Hopkinsville	WHOP-FM	Hopkinsville Bcstg. Co., Inc.	98.7	F. E. Lackey, Pres.
Louisville	WBOX	Northside Bcstg. Corp.	100.7	J. Porter Smith, Pres.
Louisville	WHAS-FM	WHAS, Inc.	99.7	Barry Bingham, Pres.
Louisville	WRXW	WAVE, Inc.	95.1	George W. Norton, Jr., Pres.
Madisonville	WCIF-FM	Madisonville Bcstg. Co., Inc.	104.9	Pierce E. Lackey, Pres.
Madisonville	WFMW	Messenger Bcstg. Co., Inc.	103.1	Edgar Arnold, Sr., Pres.
Owensboro	WOMI-FM	Owensboro Bcstg. Co.	92.5	L. W. Hager, Pres.
Owensboro	WVJS-FM	Owensboro On the Air, Inc.	96.1	Vincent J. Steele, Pres.
Paducah	WKYC	Paducah Newspapers, Inc.	93.3	Edward J. Paxton, Jr., Pres.
Paducah	WPAD-FM	Paducah Bcstg. Co., Inc.	96.9	Pierce E. Lackey, Pres.

LOUISIANA

Alexandria	KALB-FM	Alexandria Bcstg. Co., Inc.	96.9	Walter H. Allen, Pres.
Alexandria	KVOB-FM	Central La. Bcstg. Corp.	99.7	Roy O. Martin, Pres.
Baton Rouge	WAFB-FM	Modern Bcstg. Co.	104.3	Louis S. Prejean, Pres.
Baton Rouge	WBRL	Baton Rouge Bcstg. Co., Inc.	98.1	Douglas L. Manship, Pres.
Baton Rouge	WLCS-FM	Airwaves, Inc.	101.1	Harry B. Nelson, Pres.
Lafayette	KVOL-FM	Evangeline Bcstg. Co., Inc.	96.1	Morgan Murphy, Pres.
Monroe	KMFM	Liner's Bcstg. Station, Inc.	104.1	J. C. Liner, Pres.
New Orleans	WDSU-FM	WDSU Bcstg. Service	105.3	Edgar B. Stern, Pres.
New Orleans	WRCM	Supreme Bcstg. Co., Inc.	97.1	William Cortada, Pres

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
New Orleans	WSMB-FM	WSMB, Inc.	102.7	E. V. Richards, Pres.
New Orleans	WTPS-FM	Times Picayune Pub. Co.	95.7	L. K. Nicholson, Pres.
New Orleans	WWLH	Loyola University	100.3	Rev. T. J. Shields, Pres.
Shreveport	KRMD-FM	Radio Station KRMD	101.1	Glenn V. Wilson, Mgr.
Shreveport	KWKH-FM	International Bcstg. Corp	94.5	John D. Ewing, Pres.

MAINE

Bangor	WGUY-FM	Guy Gannett Bcstg. Service	93.1	Guy P. Gannett, Pres.
Lewiston	WCOU-FM	Twin City Bcstg. Co., Inc.	93.9	Faust Couture, Pres.

MARYLAND

Annapolis	WNAV-FM	Capital Bcstg. Co.	99.1	Albert H. MacCarthy, Pres.
Baltimore	WCAO-FM	Monumental Radio Co.	102.7	Lewis M. Milbourne, Pres.
Baltimore	WCBM-FM	Baltimore Bcstg. Corp.	93.1	John Elmer, Pres.
Baltimore	WFBR-FM	Baltimore Radio Show, Inc.	101.9	Robert S. Masiin, Pres.
Baltimore	WITH-FM	Maryland Bcstg. Co.	104.3	Thomas G. Tinsley, Jr., Pres.
Baltimore	WMAR-FM	A. S. Abell Co.	97.9	Paul Patterson, Pres.
Baltimore	WMCP	Belvedere Bcstg. Corp.	94.7	Thomas F. McNulty, Pres.
Bradbury Heights	WBCC-FM	Chesapeake Bcstg. Co.	103.1	Willard D. Egolf, Pres.
Bradbury Heights	WBUZ	Chesepeake Bcstg. Co., Inc.	96.7	Leslie L. Altmann, Pres.
Cumberland	WCUM-FM	Karl F. Steinmann	102.9	Karl F. Steinmann, Owner
Cumberland	WTBO-FM	Cumberland Bcstg. Co.	106.9	Mrs. Aurelia S. Becker, Owner
Frederick	WFMD-FM	Monocacy Bcstg. Co.	101.5	Laurence Leonard, Pres.
Hagerstown	WJEJ-FM	Hagerstown Bcstg. Co., Inc.	104.7	Grover C. Crilley, Pres.
Salisbury	WBOC-FM	Peninsula Bcstg. Co.	97.5	John W. Downing, Pres.
Silver Spring	WGAY-FM	Tri-Suburban Bcstg. Corp.	102.3	John W. Kluge, Pres.

MASSACHUSETTS

Boston	WBMS-FM	WBMS, Inc.	104.1	Jack N. Berkman, Pres.
Boston	WBZ-FM	Westinghouse Radio Stations, Inc.	92.9	Walter Evans, Pres.
Boston	WCOP-FM	Mass. Bcstg. Corp.	100.7	John Cowles, Pres.
Boston	WEEI-FM	Columbia Bcstg. System	103.3	Frank Stanton, Pres.
Boston	WHDH-FM	Matheson Radio Co., Inc.	94.5	Robert B. Choate, Pres.
Boston	WNAC-FM	The Yankee Network, Inc.	98.5	William O'Neil, Pres.
Brockton	WBET-FM	Enterprise Pub. Co.	97.7	Charles A. Fuller, Gen. Mgr.
Brockton	WBKA	Cur-Nan Co.	107.1	Joseph F. Curran, Pres.
Cambridge	WXHR	Middlesex Bcstg. Corp.	96.9	Frank Lyman, Jr., Pres.
Chicopee	WACE-FM	Regional Bcstg. Co.	100.3	David Hayes, Pres.
Fitchburg	WEIM-FM	WEIM Fitchburg, Inc.	104.7	Henry G. Molina, Jr., Pres.
Greenfield	WHAI-FM	John Haigis	98.3	John W. Haigis, Pres.
Haverhill	WHAV-FM	Haverhill Gazette Co.	92.5	John T. Russ, Pres.
Holyoke	WHYN-FM	Hampden-Hampshire Corp.	93.1	Charles N. DeRose, Gen. Mgr.
Lawrence	WLAW-FM	Hildreth & Rogers Co.	93.7	Irving E. Rogers, Pres.
Lowell	WLLH-FM	Merrimac Bcstg. Co., Inc.	99.5	Gerald Harrison, Pres.
Lynn	WLYN-FM	Puritan Bcstg. Service, Inc.	105.5	A. M. Morgan, Pres.
New Bedford	WBSM-FM	Bay State Bcstg. Co.	97.3	Joseph P. Duchaine, Pres.
New Bedford	WFMR	Bristol Bcstg. Co., Inc.	98.1	Basil Brewer, Pres.
North Adams	WMFM	Northern Berkshire Bcstg. Co.	97.5	J. Gordon Keyworth, Gen. Mgr.
Pittsfield	WBEC-FM	Western Mass. Bcstg. Co.	94.3	Donald B. Miller, Pres.
Springfield	WBZA-FM	Westinghouse Radio Stations, Inc.	97.1	Walter Evans, Pres.
Springfield	WMAS-FM	WMAS, Inc.	94.7	Gerald Harrison, Pres.
Springfield	WSFL-FM	Springfield Bcstg. Co.	101.9	G. A. Askinas, Pres.
Springfield	WSPR-FM	WSPR, Inc.	97.9	Quincy A. Brackett, Pres.
West Yarmouth	WOCB-FM	E. Anthony & Sons, Inc.	94.3	Basil Brewer, Pres.
Worcester	WGTR	Eastern Bcstg. Corp.	99.1	Robert Manby, Gen. Mgr.
Worcester	WTAG-FM	WTAG, Inc.	96.1	E. E. Hill, Exec. Vice-Pres.

MICHIGAN

Ann Arbor	WPAG-FM	Washtenaw Bcstg. Co.	98.7	Arthur E. Greene, Pres.
Battle Creek	WELL-FM	Federated Publications, Inc.	96.1	D. E. Jayne, Gen. Mgr.
Bay City	WBCM-FM	Bay Bcstg. Co., Inc.	96.1	Harley D. Peet, Pres.
Benton Harbor	WHFB-FM	Palladium Pub. Co.	99.9	S. R. Banyon, Pres.
Dearborn	WKMH-FM	WKMH, Inc.	100 3	Fred A. Knoor, Pres.
Detroit	WDET	UAW-CIO Bcstrs. Corp.	101.9	Ben Hoberman, Gen. Mgr.
Detroit	WJBK-FM	Fort Industry Co.	93.1	George B. Storer, Pres.
Detroit	WJLB-FM	Booth Radio & TV Station Inc.	97.9	John L. Booth, Pres.
Detroit	WJR-FM	WJR, The Goodwill Stations, Inc.	96.3	Harry Wismer, Gen. Mgr.
Detroit	WLDM	Lincoln Bcstg. Co.	95.5	Ellis C. Thompson, Gen. Mgr.
Detroit	WWJ-FM	Evening News Assn.	97.1	Harry Bannister, Gen. Mgr.
Detroit	WXYZ-FM	WXYZ, Inc.	101.1	James G. Riddell, Gen. Mgr.
Flint	WAJL	Advertisers Press, Inc.	107.1	Myron Weingarden, Pres.
Grand Rapids	WFRS	Grand Rapids Bcstg. Corp.	92.5	Gerald R. Loop, Gen. Mgr.
Grand Rapids	WLAV-FM	Leonard A. Versluis	96.9	Leonard A. Versluis, Owner
Jackson	WIBM-FM	WIBM, Inc.	92.3	Herman Radner, Pres.
Mt. Clemens	WMLN	Macomb Pub. Co.	106.3	Paul W. McKee, Pres.
Muskegon	WKBZ-FM	Ashbacker Radio Corp.	106.5	Grant F. Ashbacker, Pres.
Muskegon	WMUS-FM	Greater Muskegon Bcstrs., Inc.	100.5	F. M. Van Campen, Pres.
Owosso	WOAP-FM	Argus Press Co.	103.1	M. H. Wirth, Gen. Mgr.
Pontiac	WCAR-FM	WCAR, Inc.	99.5	H. Y. Levinson, Pres.
Port Huron	WTTH-FM	Times-Herald Co.	99.1	Louis A. Weil, Pres.

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Royal Oak	WEXL-FM	Royal Oak Bcstg. Co.	104.3	George B. Hartrick, Pres.
Saginaw	WSAM-FM	Saginaw Bcstg. Co.	98.1	M. L. Greenebaum, Pres.
Wyandotte	WJJW	The Wyandotte News Co.	103.1	Strauss Gantz, Pres.
MINNESOTA				
Duluth	WEBC-FM	Head of the Lakes Bcstg. Co.	92.3	Morgan Murphy, Pres.
Mankato	KYSM-FM	F. B. Clements & Co.	103.5	John F. Meagher, Gen. Mgr.
Minneapolis-St. Paul	KTIS-FM	Northwestern Schools	105.9	Dr. William Graham, Pres.
Minneapolis	WTCN-FM	Minn. Bcstg. Corp.	97.1	W. J. McNally, Pres.
Northfield	WCAL-FM	St. Olaf College	95.7	Milford Jensen, Oprs. Dir.
Rochester	KROC-FM	Southern Minn. Bcstg. Co.	94.7	Mrs. Gregory P. Gentling, Pres.
St. Cloud	KFAM-FM	Times Pub. Co.	104.7	Fred Schilplin, Pres.
St. Paul	KSTP-FM	KSTP, Inc.	102.1	Stanley E. Hubbard, Pres.
St. Paul	WMIN-FM	WMIN Bcstg. Co.	99.5	Frank M. Devaney, Gen. Mgr.
Winona	KWNO-FM	Winona Radio Service	97.5	M. H. White, Pres.
MISSISSIPPI				
Greenville	WJPR-FM	Radio Services Co.	101.9	Emmett H. McMurry, Jr., Gen. Mgr.
Gulfport	WGCM-FM	WGCM Bcstg. Co.	101.5	Hugh O. Jones, Pres.
Hattiesburg	WFOR-FM	Forrest Bcstg. Co., Inc.	97.9	C. J. Wright, Sr., Pres.
Jackson	WJDX-FM	Lamar Life Insur. Co.	102.9	Wiley P. Harris, Gen. Mgr.
Meridian	WMOX-FM	Birney Imes, Jr.	98.5	Birney Imes, Jr., Pres.
MISSOURI				
Cape Girardeau	KFVS-FM	Hirsch Bcstg. Co.	95.7	Oscar C. Hirsch, Pres.
Farmington	KREI-FM	Cecil W. Roberts	100.1	Cecil W. Roberts, Owner
Jefferson City	KWOS-FM	Capital Bcstg. Co.	98.5	R. C. Goshorn, Pres.
Joplin	WMBH-FM	Joplin Bcstg. Co.	96.1	D. J. Poynor, Pres.
Kansas City	KCMO-FM	KCMO Bcstg. Co.	94.9	T. L. Evans, Pres.
Kansas City	KCKN-FM	KCKN Bcstg. Co., Inc.	106.7	W. A. Bailey, Pres.
Kansas City	KOZY	Commercial Radio Equip. Co.	98.1	Everett L. Dillard, Pres.
Kansas City	WHB-FM	WHB Bcstg. Co.	102.1	Donald Dwight Davis, Pres.
Kennett	KBOA-FM	Kennett Bcstg. Corp.	98.9	Paul C. Jones, Pres.
Poplar Bluff	KWOC-FM	Radio Station KWOC	94.5	A. L. McCarthy, Pres.
Ste. Genevieve	KSGM-FM	Donze Enterprises, Inc.	105.7	Elmer L. Donze, Pres.
St. Joseph	KFEQ-FM	KFEQ, Inc.	92.3	Barton Pitts, Gen. Mgr.
St. Louis	KFUO-FM	The Lutheran Church Synod. of Mo.	104.1	Rev. H. H. Hohenstein, Gen. Mgr.
St. Louis	KWK-FM	Thomas Patrick, Inc.	98.1	Robert T. Convey, Pres.
St. Louis	KXLW-FM	St. Louis County Bcstg. Co.	101.1	Lee J. Sloan, Pres.
St. Louis	KXOK-FM	Star Times Pub. Co.	93.7	Elzey Roberts, Pres.
St. Louis	WEW-FM	The St. Louis University	95.1	Nicholas Pagliara, Gen. Mgr.
Sedalia	KDRO-FM	Milton J. Hinlein	99.7	Milton J. Hinlein, Pres.
Springfield	KTTS-FM	Independent Bcstg. Co.	94.7	J. H. G. Cooper, Pres.
NEBRASKA				
Lincoln	KFOR-FM	Cornbelt Bcstg. Corp.	102.9	James Stuart, Pres.
Omaha	KBON-FM	Inland Bcstg. Co.	98.7	Paul R. Fry, Vice-Pres.
Omaha	KOAD	Mid-Continent Bcstg. Co.	92.9	Robert H. Storz, Pres.
NEVADA				
Las Vegas	KENO-FM	Nev. Bcstg. Co.	103.9	Maxwell Kelch, Owner
Reno	KWRN-FM	Reno Newspapers, Inc.	95.5	Merritt C. Speidel, Pres.
NEW HAMPSHIRE				
Claremont	WTSV-FM	Granite State Bcstg. Co., Inc.	106.1	William J. Barkley, Pres.
Manchester	WKBR-FM	Granite State Bcstg. Co., Inc.	100.1	William J. Barkley, Pres.
Manchester	WMUR-FM	The Radio Voice of N. H., Inc.	95.7	Hon. Francis P. Murphy, Pres.
Nashua	WOTW-FM	Nashua Bcstg. Corp.	106.3	Arthur A. Newcomb, Pres.
NEW JERSEY				
Alpine	WFMN	Edwin H. Armstrong	93.1	Dr. Edwin H. Armstrong, Owner
Asbury Park	WCAP-FM	Radio Industries Bcstg. Co.	107.1	Ralph W. Froese, Pres.
Asbury Park	WJLK	Asbury Park Press, Inc.	94.3	Wayne D. McMurray, Pres.
Atlantic City	WBAB-FM	Press-Union Pub. Co.	100.7	Albert J. Feyl, Pres.
Atlantic City	WFPG-FM	Neptune Bcstg. Co.	98.5	John H. Laux, Pres.
Bridgeton	WSNJ-FM	Eastern States Bcstg. Corp.	98.9	Hon. Elmer W. Wene, Pres.
Elizabeth	WPOE	Radio Elizabeth, Inc.	96.7	Robert C. Crane, Pres.
Newark	WAAT-FM	Bremer Bcstg. Corp.	94.7	Irving R. Rosenhaus, Pres.
Newark	WNFR-FM	North Jersey Radio, Inc.	102.7	Edward J. Scudder, Jr., Pres.
New Brunswick	WCTC-FM	Chanticleer Bcstg. Co.	98.3	James L. Howe, Pres.
New Brunswick	WDHN	Home News Pub. Co.	93.5	Hugh N. Bond, Gen. Mgr.

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Paterson	WPAT-FM	North Jersey Bcstg. Co.	103.5	Dow H. Drukker, Jr., Pres.
Plainfield	WXNJ	WXNJ, Inc.	103.9	Harold O. Bishop, Pres.
Trenton	WTOA	Mercer Bcstg. Co	97.5	Jerome P. McCarthy, Gen. Mgr.

NEW YORK

Albany	WROW-FM	Hudson Valley Bcstg. Co., Inc	93.9	Dr. John J. Quinlan, Pres.
Albany	WXKW-FM	Champlain Valley Bcstg. Corp	95.5	Stephen R. Rintoul, Pres.
Auburn	WMBO-FM	WMBO, Inc.	96.1	William O. Dapping, Pres.
Binghamton	WINR-FM	Southern Tier Radio Service Inc.	107.7	Donald Kramer, Pres.
Binghamton	WNBF-FM	Clark Assoc., Inc	100.5	John C. Clark, Sr., Pres.
Bristol Center	WVBT	Rural Radio Network, Inc.	101.9	Harold L. Creal, Pres.
Buffalo	WBEN-FM	WBEN, Inc.	106 5	Edward H. Butler, Pres.
Buffalo	WBNY-FM	Roy L. Albertson	92.9	Roy L. Albertson, Pres.
Buffalo	WEBR-FM	WEBR, Inc.	96.9	Cy King, Gen. Mgr.
Buffalo	WWOL-FM	Greater Erie Bcstg. Co	104.1	Leon Wyszatycki, Pres.
Cherry Valley	WVCV	Rural Radio Network, Inc.	101.9	Harold L. Creal, Pres.
Corning	WKNP	Corning Leader, Inc	106.1	W. A. Underhill, Pres.
Cortland	WKRT-FM	Cortland Bcstg. Co., Inc.	99.9	J. Gerald Mayer, Pres.
De Ruyter	WVCN	Rural Radio Network, Inc.	105.1	Harold L. Creal, Pres.
Elmira	WENY-FM	Elmira Star-Gazette, Inc.	106.9	Dale Taylor, Gen. Mgr.
Hempstead	WHLI-FM	FM Bcstg. Corp.	98.3	Elias I. Godofsky, Sta. Mgr.
Hornell	WWHG	The W. H. Greenhow Co.	105.3	
Ithaca	WHCU-FM	Cornell University	97.3	Michael R. Hanna, Gen. Mgr.
Kenmore	WXRC	Western N. Y. Bcstg. Co.	103.3	Thaddeus Podbielniak, Gen. Mgr.
Jamestown	WJTN-FM	James Bcstg. Co.	93.3	Jay E. Mason, Pres.
Lockport	WUSJ	Lockport Union-Sun & Journal, Inc.	99.3	Egbert D. Corson, Pres.
Massena	WMSA-FM	The Brockway Co.	105.3	John Johnson, Pres.
New Rochelle	WGNR	New Rochelle Bcstg. Svc., Inc.	93.5	Julian H. Gins, Pres.
New York	WABF-FM	Metropolitan Bcstg. & TV, Inc.	99.5	Ira A. Hirschmann, Pres.
New York	WCBS-FM	Columbia Bcstg. System	101.1	Frank Stanton, Pres.
New York	WFDR	WFDR Bcstg. Corp.	104.3	Frederick F. Umhey, Pres.
New York	WGHF	WGHF, Inc.	101.9	William G. H. Finch, Pres.
New York	WGYN	WGYN, Inc.	97.9	Palmer K. Leberman, Pres.
New York	WJZ-FM	American Bcstg. Co., Inc.	95.5	Robert Kintner
New York	WMGM-FM	Marcus Loew Booking Agcy.	100.3	Bertrum Lebhar, Jr., Exec. Dir.
New York	WNBC-FM	National Bcstg. Co., Inc.	97.1	Joseph H. McConnell, Pres.
New York	WNYC-FM	City of N. Y. Municipal Bcstg. Sys.	93.9	Seymour N. Siegel, Gen. Mgr.
New York	WOR-FM	General Tele Radio, Inc.	98.7	Theodore C. Streibert, Pres.
New York	WQXR-FM	Interstate Bcstg. Co., Inc.	96.3	Arthur H. Sulzberger, Pres.
Niagara Falls	WHLD-FM	The Niagara Falls Gazette Pub. Co.	98.5	Earl C. Hull, Vice-Pres.
Ogdensburg	WSLB-FM	St. Lawrence Bcstg. Corp.	106.1	Joseph R. Brandy, Pres.
Olean	WHDL-FM	WHDL, Inc.	95.7	E. B. Fitzpatrick, Pres.
Oswego	WOPT	Palladium-Times, Inc.	104.7	Edwin M. Waterbury, Gen. Mgr.
Poughkeepsie	WHVA	Poughkeepsie Newspapers, Inc.	104.7	M. C. Speidel, Pres.
Rochester	WHEC-FM	WHEC, Inc.	96.5	Frank E. Gannett, Pres.
Rochester	WHFM	Stromberg-Carlson Co.	98.9	William Fay, Vice-Pres.
Rochester	WRNY-FM	Monroe Bcstg. Co., Inc.	97.9	George B. Kelly, Pres.
Schenectady	WBCA	Capitol Bcstg. Co., Inc.	101.1	Leonard L. Asch, Pres.
Schenectady	WGFM	General Electric Co.	99.5	R. S. Peare, Vice-Pres.
Syracuse	WAGE-FM	WAGE, Inc.	98.5	William T. Lane, Gen. Mgr.
Syracuse	WFBL-FM	Onondaga Radio Bcstg. Corp.	93.1	O. F. Soule, Pres.
Syracuse	WNDR-FM	Syracuse Bcstg. Corp.	102.5	T. Frank Dolan, Pres.
Syracuse	WSYR-FM	Central N. Y. Bcstg. Corp.	94.5	H. C. Wilder, Pres.
Troy	WFLY	The Troy Record Co.	92.3	Frank L. York, Gen. Mgr.
Troy	WTRI	Troy Bcstg. Co., Inc.	102.7	H. C. Wilder, Pres.
Turin	WVBN	Rural Radio Network, Inc.	107.7	Harold L. Creal, Pres.
Utica	WIBX-FM	WIBX, Inc.	96.9	Margaret Brown Stevens, Pres.
Utica-Rome	WRUN-FM	Rome Sentinel Co	105.7	Bradley C. Barnard, Pres.
Watertown	WWNY-FM	The Brockway Co.	100.5	John Johnson, Pres.
Wethersfield	WFNF	Rural Radio Network, Inc.	107.7	Harold L. Creal, Pres.
White Plains	WFAS-FM	Westchester Bcstg. Corp.	103.9	V. E. Macy, Jr., Pres.

NORTH CAROLINA

Asheville	WLOS-FM	Skyway Bcstg. Corp.	104.3	Charles B. Britt, Vice-Pres.
Asheboro	WGWR-FM	Asheboro Bcstg. Co.	92.3	Roy Cox, Pres.
Burlington	WBBB-FM	Alamance Bcstg. Co., Inc.	101.1	E. Z. Jones, Gen. Mgr.
Burlington	WFNS-FM	Burlington-Graham Bcstg. Co.	93.9	John C. Hanner, Gen. Mgr.
Charlotte	WAYS-FM	Intercity Adv. Co.	107.7	G. W. Dowdy, Pres.
Charlotte	WBT-FM	Jefferson Standard Bcstg. Co.	99.9	J. M. Bryan, Pres.
Charlotte	WIST	Surety Bcstg. Co.	104.7	Francis Hipp, Pres.
Charlotte	WMIT	Radio WMIT	106.9	Gordon Gray, Owner
Charlotte	WSOC-FM	Radio Station WSOC, Inc.	103.5	E. J. Gluck, Pres.
Durham	WDNC-FM	Durham Radio Corp.	105.1	C. C. Council, Pres.
Elkin	WIFM	John A. Hinshaw.	100.9	John A. Hinshaw, Owner
Fayetteville	WFNC-FM	Cape Fear Bcstg. Co.	98.1	Victor W. Dawson, Gen. Mgr.
Forest City	WBBO-FM	Rutherford County Radio Co., Inc.	93.3	Ed M. Anderson, Pres.
Gastonia	WGNC-FM	F. C. Todd	101.9	F. C. Todd, Pres.
Goldsboro	WGBR-FM	Eastern Carolina Bcstg. Co., Inc.	93.3	A. T. Hawkins, Pres.
Greensboro	WFMY	Greensboro News Co.	97.3	Gaines Kelley, Gen. Mgr.
Greensboro	WGBG-FM	Greensboro Bcstg. Co., Inc.	100.3	Ralph M. Lambeth, Pres.
Henderson	WHNC-FM	Henderson Radio Corp.	92.5	S. S. Stevenson, Pres.
Hickory	WHKY-FM	Catawba Valley Bcstg. Co., Inc.	102.9	Carl V. Cline, Pres.
High Point	WHPE-FM	High Point Enterprise, Inc.	95.5	R. B. Terry, Pres.
High Point	WMFR-FM	Radio Station WMFR.	99.5	Frank S. Lambeth, Pres.
Lexington	WBUY-FM	Davidson County Bcstg. Co.	94.3	C. Robert Ray, Sta. Mgr.

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Madison-Mayodan	WFMB	Mayo Bcstg. Corp.	93 5	J. B. Shelton, Pres.
Raleigh	WNAO-FM	News & Observer Pub. Co.	96.1	George T. Case, Gen. Mgr.
Raleigh	WPTF-FM	WPTF Radio Co.	94.7	J. R. Weatherspoon, Pres.
Raleigh	WRAL-FM	Capitol Bcstg. Co., Inc.	101.5	A. J. Fletcher, Pres.
Reidsville	WREV	Reidsville Bcstg. Co.	102.1	A. W. Nelson, Gen. Mgr.
Roanoke Rapids	WCBT-FM	Radio Station WCBT, Inc.	98.5	S. E. Crew, Pres.
Rocky Mount	WFMA	Josh L. Horne, Jr.	100.7	Josh L. Horne, Pres.
Rocky Mount	WEED-FM	W. A. Wynne	92.1	W. A. Wynne, Pres.
Salisbury	WSTP-FM	Piedmont Bcstg. Corp.	106.5	Bryce P. Beard, Pres.
Shelby	WOHS-FM	Western Carolina Radio Corp.	96.1	Lee B. Weathers, Pres.
Statesville	WSIC-FM	Statesville Bcstg. Co., Inc.	105.7	Dr. James W. Davis, Pres.
Tarboro	WCPS-FM	Coastal Plains Bcstg. Co.	104.3	V. E. Fountain, Pres.
Thomasville	WTNC-FM	Thomasville Bcstg. Co.	98.3	G. W. Lyles, Pres.
Wilmington	WMFD-FM	Richard Austin Dunlea	96.3	Richard Austin Dunlea, Pres.
Winston-Salem	WAIR-FM	WAIR Bcstg. Co.	93.1	George D. Walker, Gen. Mgr.
Winston-Salem	WSJS-FM	Piedmont Pub. Co.	104.1	Gordon Gray, Pres.

NORTH DAKOTA

Fargo	KVNJ-FM	Northwest Bcstg. Co., Inc.	92.3	John Nystul, Pres.

OHIO

Akron	WAKR-FM	Summit Radio Corp.	97.5	S. Bernard Berk, Pres.
Alliance	WFAH	Review Pub. Co.	101.7	Mrs. Alice C. Hoiles, Pres.
Ashland	WATG	Beer & Koehl	101.3	Robert M. Beer, Gen. Mgr.
Ashtabula	WICA-FM	WICA, Inc.	103.7	R. B. Rowley, Pres.
Bellaire	WTRF-FM	Tri-City Bcstg. Co.	100.5	Robert W. Ferguson, Gen. Mgr.
Canton	WAND-FM	P. C. Wilson	92.5	P. C. Wilson, Pres.
Canton	WCMW-FM	Stark Bcstg. Corp.	94.9	Merlin R. Schneider, Pres.
Canton	WHBC-FM	The Ohio Bcstg. Co.	94.1	Eugene Carr, Radio Dir.
Cincinnati	WCPO-FM	Scripps-Howard Radio, Inc.	105.1	Jack R. Howard, Pres.
Cincinnati	WCTS	Radio Cincinnati	101.9	Hubert Taft, Jr., Pres.
Cincinnati	WLWA	Crosley Bcstg. Corp.	101.1	James D. Shouse, Chmn. of Bd.
Cincinnati	WSAI-FM	Buckeye Bcstg. Co.	102.7	Marshall Field III, Pres.
Cleveland	WCUO	UAW-CIO Bcstg. Corp.	103.3	Ralph M Wallace, Gen. Mgr.
Cleveland	WERE-FM	Cleveland Bcstg. Corp.	98.5	Ray T. Miller, Pres.
Cleveland	WEWS-FM	Scripps-Howard Radio, Inc.	102.1	Jack Howard, Pres.
Cleveland	WHK-FM	United Bcstg. Co.	100.7	Kenneth K. Hackathorn, Gen. Mgr.
Cleveland	WJW-FM	WJW, Inc.	104.1	William M. O'Neil, Pres.
Cleveland	WSRS-FM	WSRS, Inc.	95.3	S. R. Sague, Pres.
Cleveland	WTAM-FM	National Bcstg. Co. (Not NBC).	105.7	John McCormick, Gen. Mgr.
Columbus	WCOL-FM	The Pixley's	92.3	L. A. Pixley, Pres.
Columbus	WELD	Radio Ohio, Inc.	97.1	Richard A. Borel, Gen. Mgr.
Columbus	WHKC-FM	United Bcstg. Co.	98.7	Sterling Graham, Pres.
Columbus	WLWF	Crosley Bcstg. Corp.	96.3	R. E. Dunville, Pres.
Columbus	WVKO	Sky Way Bcstg. Corp.	94.7	Gustav Hirsch, Pres.
Dayton	WHIO-FM	Miami Valley Bcstg. Corp.	99.1	James M. Cox, Jr., Pres.
Dayton	WLWB	Crosley Bcstg. Corp.	97.5	John T. Murphy, Gen. Mgr.
Dayton	WTWO	Skyland Bcstg. Corp.	104.7	Ronald B. Woodyard, Pres.
Elyria	WEOL-FM	Elyria-Lorain Bcstg. Co.	107.3	Ro W Ammel, Pres.
Findlay	WFIN-FM	Findlay Pub. Co.	100.5	R. L. Heminger, Pres.
Fostoria	WFOB	Seneca Radio Corp.	105.5	Andrew Emerine, Pres.
Fremont	WFRO-FM	Robert F. Wolfe Co.	99.3	Robert F. Wolfe, Pres.
Hamilton	WMOH-FM	Fort Hamilton Bcstg. Co.	103.5	Robert J. Briede, Pres.
Lakewood	WLAL	United Garage & Svc. Corp.	104.9	
Lima	WIMA-FM	Northwestern Ohio Bcstg. Corp.	102.1	G. E. Hamilton, Pres.
Lima	WLOK-FM	The Fort Industry Co.	103.3	George B. Storer, Pres.
Newark	WCLT	Advocate Prtg. Co.	100.3	Frank W. Spencer, Pres.
Portsmouth	WPAY-FM	The Scioto Bcstg. Co.	104.1	Roy D. Moore, Pres.
Springfield	WJEM	Champion City Bcstg. Co.	103.9	D. J. Parsons, Pres.
Steubenville	WSTV-FM	The Valley Bcstg. Co.	103.5	Jack N. Berkman, Pres.
Tiffin	WTFM	Tiffin Bcstg. Co.	98.3	Jay R. David, Pres.
Toledo	WSPD-FM	The Fort Industry Co.	101.5	George P. Storer, Pres.
Toledo	WTOL-FM	Community Bcstg. Co.	104.7	Frazier Reams, Pres.
Toledo	WTRT	Unity Corp.	99.9	Edward Lamb, Pres.
Wooster	WWST-FM	Wooster Republican Prtg. Co.	104.5	E. B. Evans, Gen. Mgr.
Worthington	WRFD-FM	Peoples Bcstg. Corp.	91 9	James R. Moore, Pres.
Youngstown	WFMJ-FM	WFMJ Bcstg. Co.	105.1	William F. Maag, Pres.
Youngstown	WKBN-FM	WKBN Bcstg. Corp.	98.9	W. P. Williamson, Jr., Pres.

OKLAHOMA

Ardmore	KVSO-FM	John F. Easley	93.7	John F. Easley, Pres.
Durant	KSEO-FM	Democrat Prtg. Co.	107.3	Leroy Moses, Gen. Mgr.
Enid	KCRC-FM	Enid Radiophone Co.	102.7	Milton B. Garber, Pres.
Muskogee	KBIX-FM	Okla. Press Pub. Co.	98.5	Tams Bixby, Jr., Pres.
Muskogee	KMUS-FM	Muskogee Bcstg. Co.	101.5	W. J. Rea, Sr., Pres.
Oklahoma City	KOCY-FM	Plaza Court Bcstg. Co.	94.7	John D. Thomas, Pres.
Oklahoma City	KOMA-FM	KOMA, Inc.	105.9	John Toole Griffin, Pres.
Oklahoma City	KTOK-FM	KTOK, Inc.	104.3	O. L. Taylor, Pres.

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Oklahoma City	WKY-FM	WKY Radiophone Co	98.9	E. K. Gaylord, Pres.
Stillwater	KSPI-FM	Stillwater Pub. Co	93.9	C. R. Bellatti, Pres.
Tulsa	KAKC-FM	Public Radio Corp	95.5	Sam E. Avey, Pres.
Tulsa	KTUL-FM	Tulsa Bcstg. Co	97.1	John Toole Griffin, Pres.

OREGON

Albany	KWIL-FM	Central Willamette Bcstg. Co	101.7	R. R. Cronise, Pres.
Eugene	KUGN-FM	KUGN, Inc.	99.1	C. H. Fisher, Pres.
Grants Pass	KGPO	Southern Ore. Bcstg. Co	96.9	A. E. Voorhies, Pres.
Portland	KEX-FM	Westinghouse Radio Stations, Inc.	92.3	Walter Evans, Pres.
Portland	KGW-FM	The Oregonian Pub. Co	100.3	M. J. Frey, Pres.
Portland	KOIN-FM	KOIN, Inc.	101.1	Marshall Field, Pres.
Portland	KPFM	Bcstrs. Ore., Ltd	97.1	Stanley M. Goard, Pres.
Portland	KPOJ-FM	KPOJ, Inc.	98.7	P. L. Jackson, Pres.
Portland	KWJJ-FM	KWJJ Bcstg. Co	95.5	W. J. Jerman, Pres.

PENNSYLVANIA

Allentown	WFMZ	Penn-Allen Bcstg. Co	100.7	Raymond F. Kohn, Pres.
Allentown	WKAP-FM	Rahall Bcstg. Co	106.3	N. J. Rahall, Pres.
Allentown	WSAN-FM	Lehigh Valley Bcstg. Co	99.9	J. Calvin Shumberger, Pres.
Altoona	WFBG-FM	Gable Bcstg. Co	103.7	George P. Gable, Pres.
Altoona	WJSW-FM	Altoona Bcstg. Co	96.5	Herbert T. Wolf, Pres.
Bethlehem	WGPA-FM	The Bethlehem Globe Pub. Co	95.1	Rolland L. Adams, Vice-Pres.
Bradford	WESB-FM	Bradford Pub., Inc	97.5	Joseph M. Cleary, Gen. Mgr.
Butler	WBUT-FM	Eagle Printing Co	103.9	J. Leonard Taylor, Gen. Mgr.
Butler	WISR-FM	Butler Bcstg. Co	97.7	David Rosenblum, Pres.
Chambersburg	WCHA-FM	Chambersburg Bcstg. Co., Inc	95.9	John S. Booth, Gen. Mgr.
DuBois	WCED-FM	Tri-County Bcstg. Co., Inc	102.1	H. T. Gray, Pres.
Easton	WEEX	Easton Pub. Co	98.3	J. L. Stackhouse, Pres.
Easton	WEST-FM	Associated Bcstrs., Inc	107.9	Clair R. McCollough, Sta. Exec.
Erie	WERC-FM	Presque Isle Bcstg. Co	99.9	Jacob A. Young, Pres.
Erie	WLEU-FM	WLEU Bcstg. Corp	97.9	Leo J. Omelian, Pres.
Harrisburg	WABX	WABX, Inc.	100.9	Harold O. Bishop, Pres.
Harrisburg	WHP-FM	WHP, Inc.	97.3	A. K. Redmond, Gen. Mgr.
Hazleton	WAZL-FM	Hazleton Bcstg. Co	97.9	Victor C. Diehm, Pres.
Johnstown	WARD-FM	Central Bcstg. Co., Inc	105.3	Paul Short, Pres.
Johnstown	WJAC-FM	WJAC, Inc.	95.5	W. W. Krebs, Pres.
Lancaster	WGAL-FM	WGAL, Inc.	101.3	Clair R. McCollough, Pres.
Lancaster	WLAN-FM	Peoples Bcstg. Co	96.9	F. H. Altdoerffer, Pres.
Lebanon	WLAB	Radio Lebanon FM & TV, Inc	104.1	T. C. Holston, Pres.
Lebanon	WLBR-FM	Lebanon Bcstg. Co	100.1	Lester P. Etter, Mng. Dir.
Lewiston	WLTN	Lewiston Bcstg. Co	97.9	J. S. Woods, Vice-Pres.
McKeesport	WMCK-FM	Mon-Yough Bcstg. Co	104.9	George R. Raikes, Pres.
Meadville	WMGW-FM	Meadville Bcstg. Svc., Inc	100.3	H. C. Winslow, Pres.
New Castle	WKST-FM	WKST, Inc.	101.1	S. W. Townsend, Pres.
Philadelphia	KYW-FM	Westinghouse Radio Stations, Inc.	92.5	Walter Evans, Pres.
Philadelphia	WCAU-FM	WCAU, Inc.	98.1	Donald W. Thornburgh, Pres.
Philadelphia	WFIL-FM	Triangle Pub., Inc	102.1	Walter H. Annenberg, Pres.
Philadelphia	WFLN	Franklin Bcstg. Corp	95.7	L. M. C. Smith, Pres.
Philadelphia	WHAT-FM	Independence Bcstg. Co	105.3	William A. Banks, Pres.
Philadelphia	WIBG-FM	Seaboard Radio Bcstg. Corp	94.1	Paul F. Harron, Pres.
Philadelphia	WIP-FM	Penn. Bcstg. Co	93.3	Benedict Gimbel, Jr., Pres.
Philadelphia	WPEN-FM	William Penn Bcstg. Co	102.9	Albert J. Sylk, Pres.
Pittsburgh	KDKA-FM	Westinghouse Radio Stations, Inc.	92.9	Walter Evans, Pres.
Pittsburgh	KQV-FM	Allegheny Bcstg. Corp	98.1	Charles T. Campbell, Pres.
Pittsburgh	WCAE-FM	WCAE, Inc.	96.1	Leonard Kapner, Pres.
Pittsburgh	WJAS-FM	Pgh. Radio Supply House, Inc	99.7	H. K. Brennen, Pres.
Pittsburgh	WKJF	W. Va. Radio Corp	93.7	Mrs. H. C. Greer, Pres.
Pittsburgh	WLFM	Matta Bcstg. Co	96.9	William G. Matta, Pres.
Pittsburgh	WPGH-FM	Pittsburgh Bcstg. Co	102.5	Harry A. Bergstrom, Pres.
Pittsburgh	WPIT-FM	WPIT, Inc.	101.5	John Laux, Pres.
Pittsburgh	WWSW-FM	WWSW, Inc.	94.5	O. M. Schloss, Jr., Pres.
Pottsville	WPAM-FM	Miners Bcstg. Svs	95.5	J. L. Maguire, Pres.
Pottsville	WPPA-FM	Pottsville Bcstg. Co	101.9	A. V. Tidmore, Owner
Reading	WEEU-FM	Hawley Bcstg. Co	92.9	Hawley Quier, Pres.
Scranton	WGBI-FM	Scranton Bcstrs. Inc	101.3	M. E. Megargee, Pres.
Scranton	WARM-FM	Union Bcstg. Co	105.7	Martin F. Memolo, Pres.
Scranton	WQAN-FM	The Scranton Times	92.3	Edward J. Lynett, Jr., Elizabeth R. Lynett, Owners
Sharon	WPIC-FM	Sharon Herald Bcstg. Co	102.9	John Fahnline, Jr., Pres.
Sunbury	WKOK-FM	Sunbury Bcstg. Corp	94.1	Harry H. Haddon, Pres.
Uniontown	WMBS-FM	Fayette Bcstg. Corp	105.7	Joseph C. Burwell, Pres.
Uniontown	WNIQ	Uniontown Newspapers, Inc	106.5	Stanley W. Calkins, Pres.
Warren	WNAE-FM	Northern Allegheny Bcstg. Co	92.1	David Potter, Jr., Pres.
Washington	WJPA-FM	Wash. Bcstg. Co	104.3	William S. Yard, Pres.
Wilkes-Barre	WBRE-FM	Louis G. Baltimore	98.5	Louis G. Baltimore, Owner
Wilkes-Barre	WILK-FM	Wyoming Valley Bcstg. Co	96.1	Dr. I. C. Morgan, Pres.
Wilkes-Barre	WIZZ	Scranton-Wilkes-Barre-Pittston Bcstg. Co., Inc	103.3	Richard G. Evans, Pres.
Williamsport	WLYC	Lycoming Bcstg. Co	105.1	George Lewis, Pres.
Williamsport	WRAK-FM	WRAK, Inc.	100.3	E. M. Case, Pres.
York	WNOW-FM	Bcstg. Div., Helm Coal Co	105.7	Lowell W. Williams, Gen. Mgr.
York	WRZE	White Rose Bcstg. Co	98.5	Charles M. Gitt, Pres.
York	WSBA-FM	The Susquehanna Bcstg. Co	103.3	Louis J. Appell, Pres.

RHODE ISLAND

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Providence	WJAR-FM	The Outlet Co.	95.5	Mortimer L. Burbank, Pres.
Providence	WLIV	Colonial Bcstg. Co.	107.7	Augustus M. Wilson, Pres.
Providence	WPJB	Providence Journal Co.	105.1	George Pierce Metcalf, Pres.
Providence	WPRO-FM	Cherry & Webb Bcstg. Co.	92.3	William S. Cherry, Jr., Pres.

SOUTH CAROLINA

Anderson	WCAC	Wilton E. Hall	101.1	Wilton E. Hall, Owner
Charleston	WCSC-FM	WCSC, Inc.	96.9	John M. Rivers, Pres.
Charleston	WTMA-FM	Atlantic Coast Bcstg. Co.	95.1	Edward Manigault, Pres.
Columbia	WIS-FM	Surety Life Insur. Co.	94.5	Herman N. Hipp, Pres.
Florence	WJMX-FM	Atlantic Bcstg. Co.	102.7	Eugene E. Stone, Pres.
Greenville	WESC-FM	Greenville Bcstg. Co.	92.5	Scott Russell, Pres.
Greenville	WFBC-FM	News-Piedmont Co.	93.7	B. H. Peace, Pres.
Greenville	WMRC-FM	Textile Bcstg. Co.	94.9	R. A. Jolley, Sr., Pres.
Greenwood	WCRS-FM	Grenco, Inc.	95.7	Douglas Featherstone, Pres.
Rock Hill	WRHI-FM	York County Bcstg. Co.	97.5	James S. Beaty, Jr., Gen. Mgr.
Spartanburg	WDXY	Spartan Radiocasting Co.	100.5	Walter J. Brown, Pres.
Spartanburg	WSPA-FM	Surety Bcstg. Co.	98.9	Francis Hipp, Pres.

SOUTH DAKOTA

Rapid City	KOTA-FM	B. H. Bcstg. Co. of Rapid City...	94.7	Robert J. Dean, Pres.

TENNESSEE

Bristol	WOPI-FM	Radiophone Bcstg. Sta. WOPI, Inc.	96.9	W. A. Wilson, Sr., Pres.
Chattanooga	WAPO-FM	WAPO Bcstg. Svc.	94.7	R. G. Patterson, Gen. Mgr.
Chattanooga	WDOD-FM	WDOD Bcstg. Corp.	96.5	Norman A. Thomas, Vice-Pres.
Chattanooga	WVUN	Unity Bcstg. Corp. of Tenn.	98.1	John S. Martin, Pres.
Jackson	WTJS-FM	Sun Pub. Co.	100.7	A. A. Stone, Pres.
Johnston City	WJHL-FM	WJHL, Inc.	100.7	W. H. Lancaster, Pres.
Kingsport	WKPT-FM	Kingsport Bcstg. Co., Inc.	98.5	C. P. Edwards, Jr., Pres.
Knoxville	WBIR-FM	Radio Station WBIR, Inc.	93.3	Gilmore N. Nunn, Pres.
Knoxville	WROL-FM	Stuart Bcstg. Co.	97.3	S. E. Adcock, Owner
Memphis	WHHM-FM	Mid-South Bcstg. Corp.	106.9	P. E. Furlow, Pres.
Memphis	WMCF	Memphis Pub. Co.	99.7	H. W. Slavick, Gen. Mgr.
Nashville	WSIX-FM	WSIX Bcstg. Station	97.5	Jack M. Draughon, Gen. Mgr.
Nashville	WSM-FM	WSM, Inc.	103.3	John H. DeWitt, Jr., Pres.

TEXAS

Abilene	KRBC-FM	Reporter Bcstg. Co.	96.9	Mrs. Eva M. Hanks, Pres.
Amarillo	KFDA-FM	Amarillo Bcstg. Corp.	100.3	Howard Roberson, Gen. Mgr.
Amarillo	KGNC-FM	Plains Radio Bcstg. Co.	104.3	Gene A. Howe, Pres.
Beaumont	KRIC-FM	The Enterprise Co.	99.5	E. C. Davis, Vice-Pres.
Belton	KMHB	Mary Hardin-Baylor Coll.	97.1	Dr. Gordon G. Singleton, Gen. Mgr.
Cleburne	KCLE-FM	Marti, Inc.	94.3	George W. Marti, Owner
Dallas	KIXL-FM	Variety Bcstg. Co., Inc.	104.5	Lee Segall, Pres.
Dallas	KRLD-FM	KRLD Radio Corp.	92.5	John W. Runyon, Pres.
Dallas	KYBS	Baptist Gen. Convention of Texas.	107.9	Dr. R. Alton Reed, Gen. Mgr.
Dallas	WFAA-FM	A. H. Belo Corp.	97.9	E. M. Dealey, Pres.
Dallas	WRR-FM	City of Dallas	101.1	Dale Drake, Gen. Mgr.
Denton	KDNT-FM	Harwell V. Shepard	106.1	Harwell V. Shepard, Gen. Mgr.
Edinburg	KURV-FM	J. C. Looney	104.9	J. C. Looney, Owner
Fort Worth	WBAP-FM	Carter Publications, Inc.	100.5	Amon Carter, Pres.
Galveston	KLUF-FM	The KLUF Bcstg. Co., Inc.	98.7	George Roy Clough, Pres.
Harlingen	KGBS-FM	Harbenito Bcstg. Co.	94.7	McHenry Tichenor, Pres.
Houston	KPRC-FM	Houston Post Co.	102.9	W. P. Hobby, Pres.
Houston	KTRH-FM	KTRH Bcstg. Co.	101.1	B. F. Orr, Pres.
Houston	KXYZ-FM	Shamrock Bcstg. Co.	96.5	Glenn H. McCarthy, Pres.
Longview	KLTI-FM	R. G. LeTourneau, Inc.	105.9	R. G. LeTourneau, Pres.
Lubbock	KFYO-FM	Plains Radio Bcstg. Co.	99.5	Gene A. Howe, Pres.
Lufkin	KRBA-FM	Darrell E. Yates	95.5	Darrell E. Yates, Pres.
San Antonio	KISS	The Walmac Co.	99.5	Howard W. Davis, Owner
San Antonio	KONO-FM	Mission Bcstg. Co.	92.9	Eugene J. Roth, Pres.
San Antonio	KTSA-FM	Sunshine Bcstg. Co.	101.5	Frank G. Huntress, Jr., Pres.
Temple	KTEM-FM	Bell Bcstg. Co., Inc.	107.5	Frank W. Mayborn, Pres.
Texarkana	KCMC-FM	KCMC, Inc.	98.1	Frank O. Myers, Gen. Mgr.
Tyler	KGKB-FM	East Tex. Bcstg. Co.	101.5	James G. Ulmer, Pres.
Vernon	KVWC-FM	Northwestern Bcstg. Co.	98.7	John Crabtree, Comm. Mgr.
Wichita Falls	KWFT-FM	KWFT, Inc.	99.9	Kenyon Brown, Pres.

UTAH

Ogden	KOPP-FM	James B. Littlejohn	103.9	James B. Littlejohn, Owner
Salt Lake City	KDYL-FM	Intermountain Bcstg. & TV Corp.	98.7	S. S. Fox, Pres.
Salt Lake City	KSL-FM	Radio Svc. Corp. of Utah	100.3	Ivor Sharp, Exec. V.-P.

VIRGINIA

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Arlington	WARL-FM	Northern Va. Bcstrs., Inc	105.5	R. Kilbourne Castell, Pres.
Crewe	WSVS-FM	Southern Va. Bcstg. Corp	104.7	C. S. Willis, Pres.
Danville	WBTM-FM	Piedmont Bcstg. Corp	97.9	L. N. Dibrell, Pres.
Harrisonburg	WSVA-FM	Shenandoah Valley Bcstg. Corp	100.7	Frederick L. Allman, Pres.
Lynchburg	WLVA-FM	Lynchburg Bcstg. Corp	97.5	Edward A. Allen, Pres.
Lynchburg	WWOD-FM	Old Dominion Bcstg. Corp	107.9	David Hugh Dillard, Pres.
Martinsville	WMVA-FM	Martinsville Bcstg. Co	96.3	William C. Barnes, Pres.
Newport News	WGH-FM	Hampton Roads Bcstg. Corp	96.5	Raymond B. Bottom, Pres.
Norfolk	WRVC	Larus & Bros. Co., Inc	102.5	C. T. Lucy, Gen. Mgr.
Norfolk	WTAR-FM	WTAR Radio Corp	97.3	Campbell Arnoux, Pres.
Portsmouth	WSAP-FM	Portsmouth Radio Corp	99.7	T. E. Gilman, Pres.
Richmond	WCOD	Haven & Martin, Inc	98.1	Wilbur M. Havens, Pres.
Richmond	WLEE-FM	Lee Bcstg. Corp	102.9	Thomas G. Tinsley, Jr., Pres.
Richmond	WRNL-FM	Richmond Radio Corp	102.1	D. Tennant Bryan, Pres.
Richmond	WRVB	Larus & Bros. Co., Inc	94.5	C. T. Lucy, Gen. Mgr.
Roanoke	WDBJ-FM	Times World Corp	94.9	J. P. Fishburn, Pres.
Roanoke	WSLS-FM	Roanoke Bcstg. Corp	99.1	Paul C. Buford, Pres.
Suffolk	WLPM-FM	Suffolk Bcstg. Corp	107.7	Fred L. Hart, Pres.
Winchester	WRFL	Richard Field Lewis, Jr	92.5	Richard Field Lewis, Jr., Pres.

WASHINGTON

Longview	KWLK-FM	Twin City Bcstg. Corp	103.9	C. O. Chatterton, Pres.
Seattle	KING-FM	King Bcstg. Co	98.1	Henry B. Owens, Pres.
Seattle	KIRO-FM	Queen City Bcstg. Co	100.7	Saul Haas, Pres.
Seattle	KISW	Ellwood W. Lippincott	99.9	
Seattle	KOMO-FM	Fishers' Blend Station, Inc	98.9	O. W. Fisher, Pres.
Tacoma	KTNT	Tacoma News Tribune	97.3	Leonard H. Higgins, Mgr.

WEST VIRGINIA

Beckley	WCFC	Beckley Newspapers Corp	101.3	E. J. Hodel, Gen. Mgr.
Beckley	WJLS-FM	Joe L. Smith, Jr	99.5	Joe L. Smith, Jr., Pres.
Bluefield	WHIS-FM	Daily Telegraph Prtg. Co	104.5	Pat Flanagan, Gen. Mgr.
Charleston	WGKV-FM	Kanawha Valley Bcstg. Co	98.5	R. M. Venable, Pres.
Charleston	WKNA-FM	Chemical City Bcstg	97.5	Gus Zaharis, Pres.
Clarksburg	WPDX-FM	Clarksburg Bcstg. Corp	95.1	O. L. Billingsley, Pres.
Fairmont	WVVW-FM	Fairmont Bcstg. Co	92.3	J. Patrick Beacom, Pres.
Huntington	WHTN-FM	Greater Huntington Radio Corp	100.5	A. B. Hyman, Pres.
Huntington	WPLH-FM	Huntington Bcstg. Corp	102.5	Flem J. Evans, Pres.
Logan	WLOG-FM	Clarence H. Frey, Robert O. Greever	103.3	C. H. Frey, R. O. Greever, Owners
Martinsburg	WEPM-FM	Martinsburg Bcstg. Co	94.3	C. Leslie Golliday, Gen. Mgr.
Morgantown	WAJR-FM	W. Va. Radio Corp	99.3	Mrs. A. J. R. Greer, Chief Owner
Oak Hill	WOAY-FM	Robert R. Thomas, Jr	94.1	Robert R. Thomas, Jr., Owner
Parkersburg	WPAR-FM	Ohio Valley Bcstg. Corp	106.5	George H. Clinton, Vice-Pres.
Wheeling	WKWK-FM	Community Bcstg., Co	97.3	Joe L. Smith, Jr., Pres.
Wheeling	WWVA-FM	The Fort Industry Co	98.7	George B. Storer, Pres.

WISCONSIN

Beloit	WBNB-FM	Beloit Bcstrs., Inc	107.3	Lloyd Burlingham, Pres.
Eau Claire	WEAU-FM	Central Bcstg. Co	94.1	Morgan Murphy, Pres.
Green Bay	WBAY-FM	WHBY, Inc	102.5	Haydn R. Evans, Gen. Mgr.
Green Bay	WJPG-FM	Green Bay Newspaper Co	101.1	A. B. Turnbull, Pres.
Janesville	WCLO-FM	Southern Wisc. Radio, Inc	99.9	Sidney H. Bliss, Pres.
Madison	WFOW	Earl W. Fessler	104.9	Earl W. Fessler, Pres.
Madison	WIBA-FM	Badger Bcstg. Co	101.5	William T. Evjue, Pres.
Madison	WISC-FM	Radio Wisc., Inc	98.9	Morgan Murphy, Pres.
Marshfield	WDLB-FM	Dairyland's Bcstg. Svc., Inc	103.9	Lloyd L. Felker, Pres.
Merrill	WLIN-FM	Alvin E. O'Konski	100.7	Alvin E. O'Konski, Pres.
Milwaukee	WEMP-FM	Milwaukee Bcstg. Co	94.1	Robert M. LaFollette, Jr., Pres.
Milwaukee	WISN-FM	Hearst Radio, Inc	102.9	G. W. Grignon, Gen. Mgr.
Milwaukee	WMTJ-FM	The Journal Co	93.2	Walter J. Damm, Vice-Pres.
Neenah	WNAM-FM	Neenah Menasha Bcstg. Co	98.5	Don C. Wirth, Vice-Pres.
Oshkosh	WOSH-FM	Oshkosh Bcstg. Co	92.9	William F. Johns, Jr., Chief Owner
Poynette	WWCF	William C. Forrest	94.9	William C. Forrest, Pres.
Racine	WRJN-FM	Racine Bcstg. Corp	100.7	Frank R. Starbuck, Pres.
Rice Lake	WJMC-FM	WJMC, Inc	96.3	Walter C. Bridges, Pres.
Sheboygan	WHBL-FM	WHBL, Inc	100.3	Matt Werner, Pres.
Waukesha	WAUX-FM	Waukesha Bcstg. Co	95.3	Carl Taylor, Pres.
Wausau	WSAU-FM	The Journal Co	95.5	Ben F. Hovel, Mgr.
Wisconsin Rapids	WFHR-FM	William F. Huffman Radio, Inc	103.3	Mrs. Louise Huffman, Pres.

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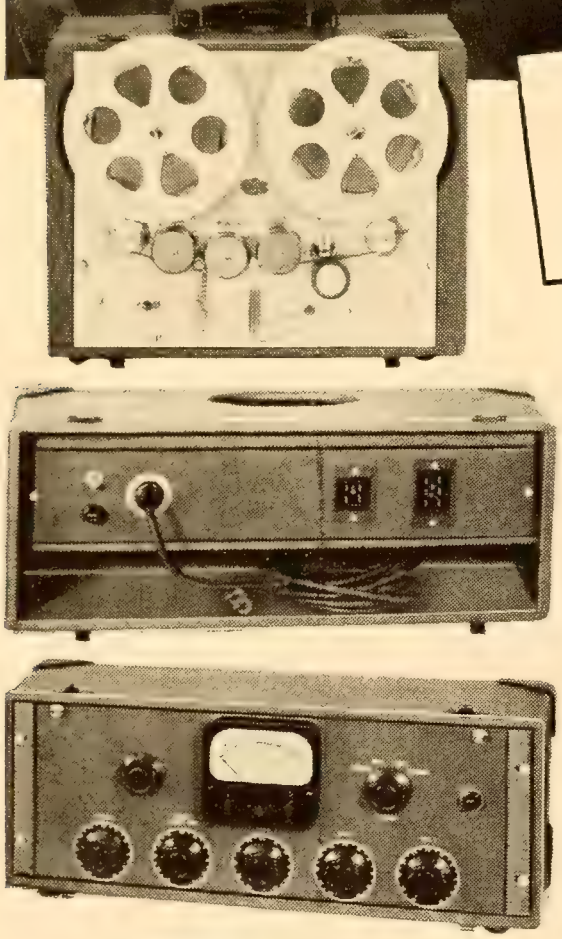
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Radio-TV Equipment Manufacturers

NINETEEN FIFTY



HOW TO APPLY FOR A FCC LICENSE

Official FCC Procedure for AM, FM and TV Licenses

ANY qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard, frequency modulation or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Organization and Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Broadcast Services," and "Standards of Good Engineering Practice."

The application procedure is substantially the same whether the facility sought is an FM, television or standard broadcast station.

Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

Standard broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a channel study made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

In the case of FM, the Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B. Stations (metropolitan and rural). Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Television channels are apportioned for "metropolitan," "community," and "rural" service.

Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing, on a form (No. 301) supplied by the Commission. This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and the proposed new service. Triplicate copies are required, two of which must be executed under oath or affirmation.

Application Processing

Applications are, in turn, studied by the Commission's Engineering, Law, and Accounting Bureaus, which make their respective recommendations to the Commission. The system of processing is so designed that applications are considered by different categories in the order in which received.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

Conditional grants are made to qualified FM applications subject to their filing, within 90 days, engineering details concerning their proposed operations, after which construction permits are issued. Television and FM stations are permitted

interim operation with less than the prescribed power.

All construction authorizations are subject to approval of transmitter site and antenna system by Civil Aeronautics Administration.

Hearings

However, where it appears that interference would be caused to another station above the degree drescribed in the Commission's "Standards of Good Engineering Practice," or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applicants request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues raised for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues, to amend the application, or to permit other parties to intervene.

Usually the hearing date is not fixed until after the applicant agrees to such a hearing and has filed for his appearance. It may, however, be designated in the original notice. The notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues raised by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by a presiding officer designated by the Commission. He can be a Commissioner or an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but cooperate applicants must be represented by attorney.

Request for Argument

Within 20 days after the close of the hearing, each party has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements, the Commission enters its proposed decision.

In the event he wishes to contest the proposed decision, the applicant and any other interested party then has 20 days to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may adopt, modify or reverse its proposed findings.

In event that no exceptions are taken, the Commission issues an order making its proposed findings effective. Within 20 days thereafter, any party involved *may* file a petition for rehearing. Such a petition may be filed whether or not the decision is based upon a hearing, but the petition does not stay the proceedings unless ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of six months thereafter as the time for completion (or 8 months in all). If the permittee is unable to build his station within the time specified he can apply (on Form 701) for additional time, stating the reasons. Upon completion of construction, the permittee can engage in equipment tests.

License

The final step is to apply (on Form 302) for the actual license. The applicant must show compliance with all terms, conditions, and obligations set forth in the application and the construction permit. After applying for a license, the holder of a construction permit can conduct program tests for a period not to exceed 30 days. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to the public interest.

Standard and FM stations are licensed for the statutory limit of three years; television stations for one year.



MANUFACTURERS IN WONDERLAND THROUGH THE VIEWING TUBE

by
ERNEST E. STERN
Associate Editor, Radio Annual

SOMEDAY in the future, when the whole history of the vast television industry has been told, the year 1949 must certainly be set down as the beginning of the mass production of the cathode ray tube—the year in which manufacturers built more television tube plants than in any previous year and possibly—than in any future year, and the year in which assembly lines in these new plants rolled off some 2,900,000 TV viewing tubes, accounting for $175,000,000 in business. These 2,900,000 tubes, combined with the backlog that existed at the beginning of 1949, accounted for the sale of 3,029,000 TV receivers last year, with a total of 3,764,000 sets in use at year's end.

•

Some 30 odd manufacturers were responsible for this turnout of tubes. The big four of thase 30 odd manufacturers being RCA, Sylvania, G.E. and DuMont, in that order, but individual production figures of tube manufacturers remained a closely guarded secret and were not made available to the trade.

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1949 say many technical advances in the production of TV tubes, but perhaps what shaped the greatest change, was the sudden demand on the part of the buying public for a larger picture. There evolved the rectangular tubes, 16 and 19 inches in size, replacing the early 7 and 10-inch round-faced tubes and even the 12½-inch tube, which in reality took the place of the 10-inch tube and became the "small" set. The 10-inch tubes practically disappeared from all production lines, except as a replacement item and the race was on for larger picture tubes on a mass production basis.

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As this article is being written, 70 per cent of all of RCA's TV tube production is devoted to the manufacture of 16-inch, round-faced tubes (RCA makes no rectangulars) and 60 per cent of Sylvania's production is devoted to turning out 16-inch tubes, with every likelihood that by the end of 1950, 70 to 80 per cent of their production will be devoted to 16-inch tubes. The same pattern prevails at DuMont and G.E., as well as other manufacturers of video tubes and it appears now that the public is favoring the 16-inch tube in preference to all other sizes, since this seems most compatible to the average size room in which TV sets are installed.

Briefly breaking down production figures, the industry indicates at the present time that 18 to 20 per cent of all new tubes are being used as replacements in sets already installed (average cathode ray tube life being five years, based on a daily operation of 3½ hours). The balance of all production going into new sets.

•

A quick glance at 1950 indicates a production figure of 4½ million tubes—a conservative estimate by all standards, with a possibility that some 6 to 6½ million tubes may be produced by the end of 1950, although it seems unlikely that such an astronomical figure will be maintained. However, this figure has maintained for the first 3 months of 1950!

Thus far it has been established that (1) the 16-inch tube is the best current seller. (2) Rectangulars are in greater demand than round-faced tubes, and (3) the possibility of color is now nearer than ever before through RCA's latest tube development in this field, but best estimates are that it will be at least another 18 to 24 months before color television begins to become a reality.

There is no doubt that the industry can more than adequately fill the greatest expectant demand for TV tubes by all video manufacturers—and come color—they can and will meet this challenge. In the meantime, TV tube plants throughout the country will continue the mass production of monochrome video tubes in a quantity and quality that cannot be matched anywhere else in the world.

RECIPIENTS OF IRE AWARDS

Medal of Honor—1950

Frederick E. Terman, for his many contributions to the radio and electronics industry as teacher, author, scientist and administrator.

•

Morris Liebmann Memorial Prize—1950

Otto H. Schade, for his outstanding contributions to the analysis, measurement technique and system development in the field of television and related optics.

•

Browder J. Thompson Memorial Award—1950

Joseph F. Hull and Arthur W. Randals, for their paper in the November, 1948, Proceedings of the I.R.E., entitled "High-Power Interdigital Magnetrons."

•

Harry Diamond Memorial Award—1950

Andrew V. Haeff, for his general work in the field of high-frequency radio analysis and his work on the traveling wave tube and memory storage devices.

•

Editor's Award—1950

E. J. Barlow, for unusually clear presentation in his paper "Doppler Radar" published in the April 1, 1949 Proceeding of the I.R.E.

•

Fellow Awards 1950

Arthur L. Albert, Professor of Communication Engineering, Oregon State College, Cowallis, Ore., "for his contribution to electronics as a teacher and writer."

•

Ralph R. Batcher, electronics consultant, Douglaston, L. I., N. Y., "for his pioneer work with cathode-ray instruments and more recently for his development of precision variable frequency standards and meters."

•

Alda V. Bedford, research engineer, RCA Laboratories Division, Princeton, N. J., "for his many contributions to sound recording and the development of many circuits of basic importance to present-day television."

Rawson Bennett, Director, U. S. Navy Electronics Laboratory, San Diego, Calif., "for his contributions in programming, guiding, and developing sonar systems for military use and his contribution to the administration of military electronics laboratories."

•

Frank J. Bingley, Chief Television Engineer, Philco Corp., Philadelphia, Pa. "in recognition of his contributions in the field of television broadcast engineering."

K. H. Blomberg, Telefonactiebolaget L. M., Ericsson, Stockholm, Sweden, "in recognition of his many contributions to development and engineering in the field of communications in Sweden."

•

John F. Byrne, Vice President of Engineering, Airborne Instruments Laboratory, Inc., Mineola, L. I., N. Y., "for his development of a system of polyphase broadcasting and for effective engineering administration in connection with radar countermeasure during the war."

•

Garrard Mountjoy, Chief Radio En-Engineer, Stromberg-Carlson Co., Rochester, N. Y., "for his contribution to the design of radio and television broadcast receivers."

•

Emanuel R. Piore, Director, Physical Science Division, Office of Naval Research, Washington, D. C., "for his many contributions in the field of engineering and physical sciences, and for outstanding service in enhancing the national effort in basic research."

•

Jack R. Poppele, Vice President, Secretary, and Chief Engineer, Bamberger Broadcasting Service, Inc., New York, N. Y., "for his long and continued leadership in the broadcasting field and in particular for his recent contributions to television broadcasting."

•

Simo Ramo, Director of Guided Missile Research and Development, Hughes Aircraft Co., Culver City, Calif., "for his many contributions to the analysis of electromagnetic phenomena and for his leadership in research."

Claude E. Shannon, member of the technical staff, Bell Telephone Laboratories, Inc., Murray Hill, N. J., "for his contributions to the philosophy of new pulse methods and to the basic theory of communications."

•

W. Arthur Steel, Chief Engineer, Federal Electric Manufacturing Co., Ltd., Montreal, Que., Canada, "for his contributions in Canada in advancing development of military radio broadcasting, and international communication."

•

Jerome R. Steen, Director of Quality Control, Sylvania Electric Products Inc., Flushing, L. I., N. Y., "for his work in the introduction and development of statistical quality control technique in electron tube manufacturing."

•

George R. Town, Professor of Electrical Engineering and Assistant Director of the Engineering Experimental Station, Iowa State College, Ames, Iowa "for his contributions in radio receiver engineering and research."

•

Dayton Ulrey, Manager, Lancaster Engineering Sections, RCA Victor Division, Lancaster, Pa., "for pioneering research and for administrative and technical contributions to the development of special purpose and power tubes."

•

Robert R. Warnecke, Technical Director, Electronics Dept., Generale de Telegraphie Sans Fil, Paris, France, "for his engineering and research contributions to vacuum tube theory and design in France."

•

Harold A. Zahl, Chief of Research, Signal Corps Engineering Laboratories, Fort Monmouth, N. J., "for his guidance of the Army Signal Corps research program in the transition from war to peace and for his contribution to radar in its early development stages."

•

William G. Dow, Professor, Electrical Engineering Dept., University of Michigan, Ann Arbor, Mich., "for outstanding contributions to the teaching and understanding of electronics through the organization of educational material."

•

Dudley E. Foster, Engineer-in-Charge, Hazeltine Research, Inc., Los Angeles, Calif., "for his contributions and technical direction of work leading to better radio receiver design."

•

George W. Gilman, Director of Transmission Engineering, Bell Telephone Laboratories, Inc., New York, N. Y., "for his contributions to the communication art and for his direction of important developments in the field of radio transmission systems."

•

George L. Haller, Dean, School of Chemistry and Physics, Pennsylvania State College, State College, Pa., "for his work on aircraft antennas and for his diversified radio effort during the war."

•

Albert G. Hill, Professor, Massachusetts Institute of Technology, Cambridge, Mass., "for his work in the utilization of electronics to research in physics and his contribution in the conversion of wartime development laboratories."

•

Frederick S. Howes, Electrical Engineering Dept., McGill University, Montreal, Que., Canada, "for his contributions as a teacher in the field of communication engineering."

•

Harley A. Iames, North American Aviation, Inc., Downey, Calif., "for the development of electronic apparatus for converting images formed by electromagnetic waves to electrical signals, first in the television field."

•

Willis Jackson, Electrical Engineering Dept., Imperial College, London, England, "for his service as an educator and his many contributions to the literature in both the radio and electrical fields."

•

Rudolph Kompfner, Principal Scientific Officer, Royal Naval Scientific Service, Clarendon Laboratory, Oxford, England, "for his research in electron tube theory and particularly for his original contributions to the concepts of the traveling-wave amplifier.

•

Harry B. Marvin, Project Engineer, General Electric Co., Schenectady, N. Y., "for his outstanding contributions to the measurements art and pioneering work in FM, television, and allied fields."

•

Piere Mertz, Engineer, Bell Telephone Laboratories, Inc., New York, N. Y., "in recognition of his important contributions to the fundamental concepts of television transmission and reception."

•

John H. Miller, Vice President and Chief Engineer, Weston Electrical Instrument Corp., Newark, N. J., "for his long activity and many contributions in the field of electrical metering and measuring technique."

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Bingham, Pete.....WJOI, Florence
Bishop, J. Die.....WCTA, Andalusia
Brennan, William J.....WVOK, Birmingham
Bryant, Les.....WJMW, Athens
Carter, Lester.....WKLF, Clanton
Chastian, Hugh G.....WULA, Eufaula
Cobble, J. G.....WJRD, Tuscaloosa
Cole, Richard M.....WKRG, Mobile
Copeland, Jack.....WWB, Jasper
Craig, R. D.....WEBJ, Brewton
Evans, James L.....WAPI, Birmingham
Evans, Jimmy.....WAFM-TV, Birmingham
Fisher, John Lester.....WHTB, Talladega
Garrison, John.....WFUN, Huntsville
Gilchrist, Joe W.....WTFB, Troy
Hamann, G. P.....WBRC-TV, Birmingham
Hawkins, Stanley L.....WKAX, Birmingham
Hein, Ed.....WOOF, Dothan
Herman, Charlie.....WAUD, Auburn
Hubbard, John T.....WAGF, Dothan
Hudson, James.....WHMA, Anniston
Hurley, N. H.....WAFM-TV, Birmingham
Hurley, Raymond.....WALA, Mobile
Kelly, Thomas F., Jr.....WHBB, Selma
Lamar, John.....WMGY, Montgomery
Lehr, Owen.....WAPX, Montgomery
McKinney, Maurice.....WJLD, Bessemer
McLellan, Charles G.....WWWR, Russellville
McMoran, Lynn.....WLAY, Muscle Shoals
Miller, Edwin R.....WFMA, Florence
Miller, Eugene.....WKAB, Mobile
Murphree, W. H.....WABB, Mobile
Norris, Frank.....WHOS, Decatur
Pebworth, Howell E.....WFEB, Sylacauga
Roberts, Ray.....WHBS & WHBS-FM, Huntsville
Roser, J. V.....WMSL, Decatur
Shelkofsky, Cliff.....WSFA, Montgomery
Stowers, James S. Jr.....WMLS, Sylacauga
Todd, T. H.....WTBC, Tuscaloosa
Townshend, John.....WGWC, Selma
Watkins, Charles E.....WWF, Fayette
Weatherly, W. D.....WCOV, Montgomery
Welch, William E.....WJHO, Opelika
Whatley, James W.....WRFS, Alexander City

Arizona

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Cimmyiotti, Verne.....KOPO, Tucson
Edwards, Marvin.....KRUX, Phoenix
Fernyhaugh, Wayne.....KCKY, Coolidge
Greenhaw, Benny.....KNOG, Nogales
Hanes, Herb J.....KWJB, Globe
Hendricks, Rick.....KAWT, Douglas
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Hurlbut, Phillip R.....KTKT, Tucson
Karpisek, William J.....KCNA, Tucson
Livingston, Cliff.....KTUC, Tucson
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Shepherd, Miles L.....KOOL, Phoenix
Strotman, Ben.....KSUN, Bisbee

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Hunter, Dorris C.....KAMD, Camden
Jackson, Jesse.....KDRS, Paragould
Kunkel, Willard E.....KFPW, Fort Smith
Long, John.....KELD, El Dorado
Miller, William.....KVLC, Little Rock
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Cooper, Donald.....WNBW, WRC, Washington
Harvey, Frank...WMAL, WMAL-TV, Washington
Hunt, Clyde.....WTOP, Washington
Martin, Robert B.....WQQW, Washington

Florida

Bassett, John W.....WORZ, Orlando
Bennett, Russell.....WMIE, Miami
Browne, Emerson.....WTRR, Sanford
Callahan, W. P.....WTMC, Ocala
Castle, Charles.....WLBE, Leesburg-Eustis
Chamberlin, R. M.....WGGG, Gainesville
Clemans, C. S.....WSWN, Belle Glade
Clifton, Charles.....WTNT, Tallahassee
Craig, L. Orden.....WSIR, Winter Haven
Daniel, Dodd.....WLOF, Orlando
Dashiell, Gene.....WHOO, Orlando
Donovan, James R.....WPDQ, Jacksonville
Gano, Ovid.....WRUF, Gainesville
Grant, James E., Jr.....WSPB, Sarasota
Grove, Howard.....WEAR, Pensacola
Hay, Beecher.....WTMC, Ocala
Heath, Harold.....WCOA, Pensacola
Heitzman, William P.....WIRK, W. Palm Beach
Hill, Ed.....WDHL, Bradenton
Hopkins, John T., III.....WJAX, Jacksonville
Howrigan, Cal.....WTYS, Marianna
Keicher, Andrew.....WEAT, Lake Worth
Kindell, Tom.....WJVB, Jacksonville Beach
Lacy, James.....WINK, Ft. Myers
Lee, William P.....WLAK, Lakeland
Letson, A. B.....WCNH, Quincy
Lewis, Earl W.....WTVJ, Miami
McCall, L. C.....WWPF, Palatka
Mangold, W. D.....WTSP, St. Petersburg
Mead, G. E. (Bert).....WBSR, Pensacola
Mennitt, Lawrence.....WVCG, Coral Gables
Mickle, Lauren.....WDLF, Deland
Miller, Jack D.....WMBM, Miami Beach
Mitchell, Joseph.....WFLA, Tampa
Montgomery, Maribel.....WNDB, Daytona Beach
Moore, William Pharr.....WDAE, Tampa
Raistrick, Ernest.....WFOY, St. Aug.
Rider, Gene.....WQAM, Miami
Scott, Elmer.....WDLP, Panama City
Scott, M. C.....WIOD, Miami
Scott, Maurice.....WHBO, Tampa
Sheets, Howard.....WFTL, Ft. Lauderdale
Shropshire, A. W.....WGBS, Miami
Singleton, Bruce.....WDSR, Lake City
Smith, Arthur P.....WKAT, Miami Beach
Snowden, William A., Jr.....WTAL, Tallahassee
Sowinski, James.....WIRA, Ft. Pierce
Tanner, Ralph G.....WINZ, Hollywood, Fla.
Tison, J. B.....WALT, Tampa
Vordermark, E. B.WMBR, WMBR-TV, Jacksonville
Walkden, Clyde E.....WWPG, Palm Beach
Waltz, Kenneth R.....WMMB, Melbourne
Wright, Otis C.....WJNO, West Palm Beach, Fla.
Yarbrough, J. E.....WDBO, Orlando

Georgia

Aderhold, Harvey.....WCON, Atlanta
Akerman, Ben.....WGST, Atlanta

Andrews, J. S. — WBLJ, Dalton
Atkinson, William R. — WGBA, Columbus
Beaty, Lamar — WMGA, Moultrie
Bobo, Rabun F. — WRDW, Augusta
Brown, Hudie — WDAK, Columbus
Brown, Keith — WGGA, Gainesville
Calhoott, C. M. — WJBF, Augusta
Carlton, Rodus A. — WGPC, Albany
Church, Ernest — WKLY, Hartwell
Cram, Paul — WAGA, WAGA-TV, Atlanta
Daugherty, C. F. — WSB, WSB-TV, Atlanta
Dennis, Ralph M. — WGOV, Valdosta
Dodd, Jackson A. — WDUN, Gainesville
Doherty, John H. — WBHF, Cartersville
Dorough, Loren — WVOP, Vidalia
Drewry, L. D. — WRFC, Athens
Evans, Bill — WGAU, Athens
Gamble, J. A. — WRBL, Columbus
Goodrich, H. S. — WBML, Macon
Hargraeves, Sidney — WMOG, Brunswick
Hattaway, Robbie O. — WMVG, Milledgeville
Jewett, Howard — WDAR, Savannah
Jopling, John — WGAC, Augusta
Keller, William Hall — WEAS, Atlanta-Decatur
Kennedy, William F. — WERD, Atanta
Lange, Herman — WGIG, Brunswick, Ga.
Legare, John E. — WAYX, Waycross
Lewis, Clinton J. — WWNS, Statesboro
McKay, James — WLAG, LaGrange
McKinney, Lloyd E. — WDEC, Americus
Magill, R. R. — WRLD, West Point
Mallory, K. T. — WKTG, Thomasville
Maxwell, Tom — WIBB, Macon
Meeks, J. Carl — WLET, Toccoa
Minton, Bob — WGLS, Decatur
Moats, William E. — WCCP, Savannah,
Moore, William M., Jr. — WNEX, Macon
Murray, Van — WROM, Rome
Owen, Reeve — WTOC, Savannah
Poole, James W. — WPAX, Thomasville
Price, Harold — WQXI, Atlanta
Rankin, George P. — WMAZ, Macon
Roberts, Wendell C. — WWGS, Tifton
Ruckle, Ernest — WALB, Albany
Scott, Dan — WLAQ, Rome
Starr, R. A. — WRGA, Rome
Stephens, Joe — WDWD, Dawson
Strans, Chuck — WFOM, Marietta
Tarpley, Marvin — WBBQ, Augusta
Thompson, Meredith E. — WSAV, Savannah
Welch, Walter O. — WCOH, Newnan
White, Robert L., Jr. — WMOC, Covington
Whitley, G. H., Jr. — WKEU, Griffin
Wilder, James M. — WFRP, Savannah
Williams, Edward — WTWA, Thomson
Woodson, Al — WDMG, Douglas

Idaho

Burgess, Jerry — KCID, Caldwell
Call, Ellis W. — KSET, Pocatello
Carlson, James — KWEI, Weiser
Dreher, G. Turner — KWAL, Wallace
Egleston, Richard E. — KGEM, Boise
Elliot, Ian — KLIX, Twin Falls
Hartley, Marvin — KTFI, Twin Falls
Johnz, Jimmy — KDSH, Boise
Musulin, Denzil — KEIO, Pocatello
Nelson, Blaire G. — KIFI, Idaho Falls
Olsen, Howard — KVNI, Coeur D'Alene
Olsen, Newell — KID, Idaho Falls
Pinney, Donald R. — KBIO, Burley
Smith, Kenneth F. — KPST, Preston
Sole, J. H. — KVMV, Twin Falls, Ida.
Toedtemeier, Harold — KIDO, Boise
Wilson, Gene — KRLC, Lewiston
Young, H. D. — KRPI, Moscow

Illinois

Bailey, Fred — WJBC, Bloomington
Barker, Vincent S. — WFRL, Freeport
Cassens, G. J. — WLDS, Jacksonville
DeCosta, Lester — WJOL, Joliet
DeWitt, Clayton — WLBK, De Kalb
Ebel, A. James — WDZ, Decatur, WMBD, Peoria
Ely, Dan — WEDC, Chicago
Gladson, Elmer — WEBQ, Harrisburgh
Haerle, John — WGEM, Quincy
Harrell, Robert — WKAN, Kankakee
Horine, Carl — WWXL, Peoria
Horstman, Ed — WENR, WENR-TV, Chicago
Jacker, E. W. — WAIT, Chicago
Kimbrel, G. M. — WKID, Urbana
Kitner, John — WMRO, Aurora
Kusack, William P. — WBKB, Chicago
Livesay, Ray — WLBH, Mattoon
Lovely, Wayne — WEEK, Peoria
Luttgens, H. C. — WMAQ, WNBQ, Chicago
Laukinen, Rudolph — WIRL, Peoria
McCann, Lawrence — WLPO, La Salle
Magin, T. G. — WDAN, Danville
Meyers, Carl J. — WGN, WGN-TV, Chicago
Miller, Adron — WMIX, Mt. Vernon
Mollring, Marvin M. — WIBV, Belleville
Myers, Walter F. — WJJD, Chicago
North, Dwight — WCNT, Centralia
Prandoni, Emil L. — WSIV, Pekin
Reynolds, Harold E. — WCRA, Effingham
Riggins, Maurice — WKAI, Macomb
Rowe, Thomas L. — WLS, Chicago
Sawyer, Marion — WCIL, Carbondale
Scandrett, E. D. — WGIL, Galesburg
Schenke, Robert — WDWS, Champaign
Schmedorf, L. S. — WNMP, Evanston
Shirk, Ken — WIND, Chicago
Sinnett, Robert J. — WHBF, WHBF-TV, Rock Island
Smith, Wilfred A. — WROK, Rockford
Stockberger, John M. — WBYS, Canton
Stuckwish, Milburn H. — WSDY, Decatur
Swaringen, E. C. — WTAX, Springfield
White, Clinton R. — WCRW, Chicago
White, Erle E. — WTMV, East St. Louis
Whitman, Urlin — WTAD, Quincy
Willett, Charles — WCFL, Chicago
Wilson, William — WHOW, Clinton
Yandell, Ryburn — WJPF, Herrin

Indiana

Adams, Harry E. — WIBC, Indianapolis
Alden, Eugene E. — WIRE, Indianapolis
Baldwin, Ralph — WAOV, Vincennes
Brewer, James R. — WTCJ, Tell City
Cole, Herbert G. — WSBT, South Bend
Copeland, Thomas — WKJG, Fort Wayne
Crain, Maury — WLBC, Muncie
Duning, L. J. — WKBV, Richmond
Felts, T. R. — WTHI, Terre Haute
Finger, Carl — WBIW, Bedford
Gresham, Stokes, Jr. — WISH, Indianapolis
Hoffman, Gilbert — WJPS, Evansville
Holland, Harold — WFBM, WFBM-TV, Indianapolis
Holzapfel, Don — WGL, Fort Wayne
Lockwood, Edward C. — WXLW, Indianapolis
Maltby, David — WHOT, South Bend
Manis, Leona — WJOB, Hammond
May, Ted — WTOM, Bloomington
Mould, Raymond — WLOI, La Porte
Peters, Jess — WJOB, Hammond
Ratts, Bruce — WOWO, Ft. Wayne
Rector, Chester — WIOU, Kokomo
Richardson, Bill — WITZ, Jasper
Rolfe, James — WSUA, Bloomington
Schilling, Robert J. — WIMS, Michigan City
Schoeny, Erwin — WGBF, Evansville
Shroyer, L. M. — WHBU, Anderson
Stewart, Howard — WBOW, Terre Haute
Stoltz, George F. — WIKY, Evansville
Voss, Victor H. — WWCA, Gary
Warren, William Wallace — WANE, Fort Wayne
Weigel, Morton — WTTS, WTTV, Bloomington
Wilson, Robert — WEOA, Evansville
Wulliman, James C. — WCNB, Connersville
Zellmer, Lester — WTRC, Elkhart

Iowa

Amoo, Lloyd R. — KIOA, Des Moines
Anderson, Herb — KFJB, Marshalltown
Andrew, Gilbert — KROS, Clinton
Arvidson, Paul — WOC, Davenport
Blackwell, John — KICD, Spencer
Bullock, Mark W. — KFNF, Shenandoah
Burgess, Howard F. — KWWL, Waterloo
Brown, Bob — KCBC, Des Moines
Caldwell, Kenneth M. — KCRG, Cedar Rapids
Carlson, Howard L. — KAYL, Storm Lake
Dier, S. C. — KSCJ, Sioux City
Duncan, Jack H. — KSMN, Mason City
Easterly, Willard — KTRI, Sioux City
Edenson, Edward — KWPC, Muscatine

Eittreim, Curtis.....KDEC, Decorah
Full, Elliott.....KXIC, Iowa City
Hall, Robert W.....KSWI, Council Bluffs
Hancock, Robert.....KOTH, Oubuque
Henderson, George W.....KOKX, Keokuk
Hixenbaugh, George P.....WMT, Cedar Rapids
Kassner, Don.....KXEL, Waterloo
Kelso, Doyle D.....KASI, Ames
Marshall, Hubert.....KXGI, Ft. Madison
Poole, Jean.....KSIB, Creston
Quentin, Charles.....KRNT, Des Moines
Sawyer, Roger.....KGLO, Mason City
Schroeder, R. J.....KMA, Shenandoah
Shaffer, C. R.....KAYK, Waterloo
Sinclair, David.....KVFD, Fort Dodge
Snyder, Reed E.....WHO, Des Moines
Todd, Stan.....KIOA, Des Moines
Uyeoka, John.....WKBB, Dubuque

Kansas

Barnett, Glen.....KAYS, Hays, Kans
Bliesner, Carl.....WREN, Topeka
Bresseau, W. D.....KSEK, Pittsburg
Bryant, Robert.....KIUL, Garden City
Casey, F. D.....KGAR, Garden City
Clary, M. H.....KWHK, Hutchinson
Dadisman, Amos.....KFH, Wichita
Dickensheets, Lewis.....WIBW, Topeka
Heithecker, Ted.....KANS, Wichita
Howe, Edward.....KSOK, Arkansas
Jaminet, J. S.....KGGF, Coffeyville
Lynch, U. L.....Colby
Pash, Wayne.....KSCB, Liberal
Peterson, Willard.....Ktop, Topeka
Pyle, K. W.....KFBI, Wichita
Reed, David L.....KCLO, Leavenworth
Stafford, Leo.....KOAM, Pittsburg
Teats, James L.....KLKC, Parsons
Vance, N. A.....KSAL, Salina
Wallack, Chester A.....KVGB, Great Bend
Williams, Max.....KCKN, Kansas City, Kans.

Kentucky

Augustine, John.....WSFC, Somerset
Crawley, J. B.....WTCO, Campbellsville
Cross, Harvey L.....WFTM, Maysville
Dawson, Steve.....WLOU, Louisville
DAKE, ELMER C.....WNOP, Newport
Dunbar, Paul.....WVLK, Lexington-Versailles
Esten, Perry W.....WGRC, Louisville
French, James C.....WKIC, Hazard
Goodaker, Leslie.....WOMI, Owensboro
Greenwood, John.....WHLN, Harlan
Hargrove, Joseph M.....WKTM, Mayfield
Henson, Russell.....WCTT, Corbin
Hudimac, John.....WFKY, Frankfort
Hudson, Wilbur....WAVE, WAVE-TV, Louisville
Hulse, C. H.....WKAY, Glasgow
Jagoe, Robert Earl.....WVJS, Owensboro
Koenig, Julian.....WZIP, Covington
Lockler, Henry C.....WLAP, Lexington
Lovell, Henry C.....WHRI, Danville
Miller, Rondal L.....WLBJ, Bowling Green
Morris, U. C.....WPAD, Padcuah
Nunn, Vernon R.....WSON, Henderson
Picazo, M. E.....WMTC, Vancleve
Scarsdale, Melvin
Scarsdale, Melvin.....WINN, Louisville
Sims, C. G.....WKYB, Paducah
Steele, Carlos.....WNBS, Murray
Summerford, D. C.....WKLO, Louisville
Towner, Orrin W.....WHAS, Louisville
Warner, Atho.....WLEX, Lexington
Weaver, Clarence C.....WCMI, Ashland
Wilson, Leo Y.....WHOP, Hopkinsville

Louisiana

Antony, W. E.....KWKH, Shreveport
Bailey, Clovis L.....KSIG, Crowley
Blackmon, L. M.....KANE, New Iberia
Bloom, J. D., Jr.....WWL, New Orleans
Bourgeois, Albert.....WNOE, New Orleans
Carlson, L. J.....KENT, Shreveport
Carson, LaVance.....KWSL, Lake Charles
Case, Ed.....WIBR, Baton Rouge
Craft, A. B.....KPLC, Lake Charles
Crawford, John W.....KVOB, Alexandria
Curnutt, F. E.....WIHL, Hammond
Deblieux, G. W.....WTPS, New Orleans
Dudley, Vernon E.....WJBO, Baton Rouge
Eggers, Earl M.....KSYL, Alexandria
Hebert, Freddie.....KSLO, Opelousas
Hook, C. T.....KROF, Abbeville
Hyatt, William.....KNOE, Monroe
Jones, Donald L.....KCIL, Houma
Maddox, C. H.....KTBS, Shreveport
Mayoral, George A.....WJMR, New Orleans
Morgan, O. L.....KMLB, Monroe
Pilcher, Louis.....KVOL, Lafayette
Riddle, Lindsey...WDSU, WDSU-TV, New Orleans
Sexton, Jesse R.....KALB, Alexandria
Van Valkenberg, E.....WLCS, Baton Rouge
Vargo, Andrew.....KLOU, Lake Charles
Whitney, Charles.....WJBW, New Orleans

Maine

Crandon, G. Fred.....WCSH, Portland
Deters, Arthur.....WIDE, Biddeford
Dickson, Walter.....WABI, Bangor
Hall, Leslie R.....WLAM, Lewiston
Hodgins, Roger W.....WGAN, Portland
Hughes, Lester E.....WAGM, Presque, Isle
Macgown, Lauris P.....WGUY, Bangor
Mason, Donald.....WCOU, Lewiston
Parker, Robert H.....WFAU, Augusta
Perry, Roger L.....WPOR, Portland
Ruiz, Horace.....WMTW, Portland
Wibby, John.....WLBZ, Bangor

Maryland

Brewer, G. Harold.....WARK, Hagerstown
Clendenning, William P.....WCUM, Cumberland
Herr, Donald.....WBCC, Bethesda
Houston, G. Porter.....WCBM, Baltimore
Kuntz, William O.....WASA Havre de Grace
Lehman, Glenn.....WAAM-TV, Baltimore
Leek, Stanley C.....WASL, Annapolis
McIntire, George.....WJEJ, Hagerstown
Nopper, Carlton G.....WMAR-TV, Baltimore
Ranf, William Q.....WFBR, Baltimore
Robertson, James W.....WFMD, Frederick
Selleck, William R.....WTBO, Cumberland
Story, Vernon V.....WOOK, Silver Spring
Ward, Jack W.....WBOC, Salisbury
Wilner, John.....WBAL, WBAL-TV, Baltimore

Massachusetts

Ayer, Walter.....WBEC, Pittsfield
Baldwin, Philip K.....WHDH, Boston
Bartol, Francis W.....WKOX, Framingham
Bonney, J. H.....WCRB, Waltham
Browning, E. A.....WTAG, Worcester
Dailey, William B.....WMNB, North Adams
Dorschug, Harold A.....WEEI, Boston
Emery, Stanley S.....WOCB, West Yarmouth
Glinka, Richard.....WACE, Chicopee
Grobowski, Z. V.....WNBH, New Bedford
Guimond, Norman P.....WALE, Fall River
Hale, Roland C.....WCOP, Boston
Hauser, W. H.....WBZ, WBZ-TV, Boston
Hinckley, George A.....WLAW, Lawrence
Hurd, Paul A.....WHAV, Haverhill
James, Philip.....WBKA, Brockton
Joslin, Fred.....WARE, Ware
Kalin, Theodore.....WEIM, Fitchburg
MacAdam, Mark L.....WBET, Brockton
Memishian, John.....WMEX, Boston
Michaels, A. G.....WLLH, Lowell-Lawrence
Michnovez, John.....WMAS, Springfield
Ogg, Norman.....WAAB, Worcester
Paley, A. J.....WHYN, Holyoke
Parker, John W.....WLYN, Lynn
Pavao, John.....WSAR, Fall River
Randoll, Harold.....WBZA, Springfield
Rattigan, J. Herbert.....WBMS, Boston
Robinson, Irving.....WNAC, Boston
Townsend, George.....WSPR, Springfield
Vincent, Parker.....WHOB, Gardner

Wheeler, Leland F. . . . . WHAI, Greenfield
Whittemore, Harry . . . . . WNAC-TV, Boston
Wilson, Vernon P. . . . . WNEB, Worcester

Michigan

Allen, James . . . . . WHRV, Ann Arbor
Anuek, Paul F. . . . . WMIQ, Iron Mountain
Brown, Elwood . . . . . WABJ, Adrian
Burgan, George . . . . . WHDF, Houghton
Carpenter, Ralph H. . . . . WBCM, Bay City
Carson, M. . . . . WOAP, Owosso
Carter, W. J. . . . . CKLW, Detroit; Windsor, Ont.
Clark, E. H. . . . . WJLB, Detroit
Dahlbacka, Arne . . . . . WJMS, Ironwood
DeRemer, Lionel H. . . . . WBCM, Bay City
Fallain, Frank D. . . . . WFDF, Flint
Foster, Jack . . . . . WDBC, Escanaba
Frincke, Paul . . . . . WJBK, WJBK-TV, Detroit
Geranis, Arris J. . . . . WBCK, Battle Creek
Harrison, John Q. . . . . WEXL, Royal Oak
Jones, Darrell . . . . . WTAC, Flint
Kaari, Eugene . . . . . WIKB, Iron River
Kiker, William . . . . . WATZ, Alpena
Kocher, Charles . . . . . WZYZ-TV, Detroit
Koerner, Meredith L. . . . . WSAM, Saginaw
Kotcher, Charles . . . . . WXYZ, Detroit
Krivitzky, George . . . . . WMUS, Muskegon
Lee, Carl E.
WJEF, Grand Rapids; WKZO, Kalamazoo
Leydorf, G. F. . . . . WJR, Detroit
Love, E. J. . . . . WWJ, WWJ-TV, Detroit
Maloney, Bernard R. . . . . WJPD, Ishpeming
Martin, Jerrold . . . . . WKMH, Dearborn
Morris, William F. . . . . WSOO, Sault Ste. Marie
Pendleton, K. B. . . . . WKBZ, Muskegon
Petters, John F. . . . . WKLA, Ludington
Robinson, Munson U. . . . . WHFB, Benton Harbor
Russell, Fred W. . . . . WOOD, Grand Rapids
Ryan, G. Elwood . . . . . WBBC, Flint
Sparks, Garnet G. . . . . WEXL, Royal Oak
Stearns, George D. . . . . WPAG, Ann Arbor
Stephens, Carl E. . . . . WGFG, Kalamazoo
Stevens, Lee G. . . . . WLAV-TV, Grand Rapids
Stone, Earl J. . . . . WELL, Battle Creek
Stoner, Marion . . . . . WTTH, Port Huron
Thomas, Max . . . . . WKNX, Saginaw
Timmer, Jack . . . . . WFUR, Grand Rapids
Westrate, Millard . . . . . WHTC, Holland
Wirtanen, C. W. . . . . WIBM, Jackson
Wolfe, Peter A. . . . . WMDN, Midland

Minnesota

Allen, Harold E. . . . . KGDE, Fergus Falls
Beloungy, J. J. . . . . WCCO, Minneapolis
Bjork, Merle . . . . . WLOL, Minneapolis
Bothman, Henry J. . . . . KTRF, Thief River Falls
Bower, Kline E. . . . . KBMW, Breckenridge
Brautigam, Gene . . . . . WLOL, Minneapolis
Cross, Bob . . . . . KROC, Rochester
Dettman, R. A. . . . . KDAL, Duluth
Doggett, Ralph T. . . . . KWAD, Wadena
Fessenmeyer, Ross A. . . . . KGZY, Grand Rapids
Fritze, Warren B. . . . . WMIN, St. Paul
Gander, Darrel . . . . . WXLT, Ely
Geiken, Don . . . . . KVOX, Moorhead
Gill, Norman . . . WEBC, Duluth; WHLB, Virginia
Groenevelt, Richard . . . . . WGRD, Grand Rapids
Hagaman, Boynton . . . . . KLER, Rochester
Headen, Harvey V. . . . . KEYD, Minneapolis
Holt, Robert . . . . . KATE, Albert Lea
Houts, James . . . . . KYSM, Mankato
Hyde, John E. . . . . KDHL, Faribault
Jacobs, Merrill . . . . . KBUN, Bemidiji
Johnson, Stanley . . . . . KWNO, Winona
Kiewel, William J. . . . . KROX, Crookston
Klein, Glen . . . . . KAUS, Austin
Knapp, Clinton . . . . . KWOA, Worthington
Linder H. Willard . . . . . KMHL, Marshall
Lounsberry, William H. . . . . WREX, Duluth
McMahon, John
KSTP, KSTP-TV, St. Paul-Minneapolis
Sherman, John M. . WTCN, WTCN-TV, Minneapolis
Winkler, Charles W. . . . . WDGY, Minneapolis
Witschen, Robert . . . . . KRAM, St. Cloud

Mississippi

Benson, G. G. . . . . WRBC, Jackson
Betmarik, Al. . . . . WMOX, Meridan
Brady, Phil . . . . . WAPF, McComb
Connell, Dennis . . . . . WHSY, Hattiesburg
Drake, C. E. . . . . WQBC, Vicksburg
Essary, William M. . . . . WCMA, Corinth
Flinspach, D. A. . . . . WAZF, Yazoo City
Frantz, F. H. . . . . WHOC, Philadelphia
Graves, C. D. . . . . WROX, Clarksdale
Graves, Clyne . . . . . WAML, Laurel
Green, LeRoy . . . . . WELO, Tupelo
Jetton, Welton H. . . . . WGVM, Greenville
King, John E., Jr. . . . . WROB, West Point
Kuhn, Percy . . . . . WJPR, Greenville
McFerrin, Tom . . . . . WCBI, Columbus
McLemore, B. B. . . . . WFOR, Hattiesburg
Majure, T. B. . . . . WLOX, Biloxi-Gulfport
Murphy, Donovan . . . . . WGCM, Gulfport
Patterson, Thomas . . . . . WJXN, Jackson
Perkins, C. A. . . . . WSLI, Jackson
Pierce, Edward S. . . . . WLAU, Laurel
Pierce, Louis . . . . . WGRM, Greenwood
Ray, George C. . . . . WKOZ, Kociusk
Root, Percy G. . . . . WJDX, Jackson
Sanders, Robert Louis . . . . . WSKB, McComb
Saxon, Joe . . . . . WTOK, Meridian
Tolar, Ray . . . . . WCJU, Columbia
Wilson, George . . . . . WMIS, Natchez
Wilson, Thomas . . . . . WVIM, Vicksburg

Missouri

Barket, Kermit . . . . . KREI, Farmington
Bauer, Fritz . . . . . KWTO, Springfield
Conner, Robert . . . . . KBOA, Kennett
Curry, William F. . . . . KTTS, Springfield
Dodge, Everett L. . . . . WMBH, Joplin
Flaherty, Joseph A. . . . . WDAF, Kansas City
Goldenberg, Henry . . . . . WHB, Kansas City
Goodberlet, Edward . . . . . WIL, St. Louis
Hackmann, Leroy S. . . . . KWOS, Jefferson City
Haigh, Robert . . . . . KFRU, Columbia
Harrison, Austin A. . . . . KSWM, Joplin
Harvey, Harry . . . . . KMOX, St. Louis
Hirsch, Ralph L. . . . . KSIM, Sikeston
Kettner, Ernest L. . . . . KIND, Independence
Korabek, Al. . . . . KXEO, Mexico
Langford, J. L. . . . . KDMO, Carthage
Lidenton, Donald . . . . . KWOC, Poplar Bluff
Meador, Ralph . . . . . KFSB, Joplin
Mitchum, Martin M. . . . . KTTR, Rolla
Moler, Ray . . . . . KFRM, KMBS, Kansas City
Parrish, Ben . . . . . KHMO, Hannibal
Rekart, Arthur F. . . . . KXOK, St. Louis,
Risk, J. E. . . . . KSD-TV, St. Louis
Rose, Murel L. . . . . KSGM, Ste. Genevieve
St. Vrain, Wallace E. . . . . KXLW, St. Louis
Sheehan, John . . . . . KIRK, Kirksville
Sojka, Frank . . . . . KXEO, Mexico
Troeglen, Karl . . . . . KCMO, Kansas City
Volk, Joseph A. . . . . WEW, St. Louis
Weisemann, Charles . . . . . KRES, St. Joseph
Wesley, Kock J. . . . . KFEQ, St. Joseph
White, E. Dennis . . . . . KGBX, Springfield
Zehr, Nick . . . . . KWK, St. Louis

Montana

Bauer, George H. . . . . KOJM, Havre
Bunker, Eugene B. . . . . KMON, Great Falls
Goodreau, Ed . . . . . KXLJ, Helena
Green, Dave . . . . . KXLL, Missoula
Halvorson, Oscar H. . . . . KGCX, Sidney
Hildebrand, Ted . . . . . KBMY, Billings
Jones, Ted . . . . . KAVR, Havre
Patterson, William H. . . . . KGEZ, Kalispell
Poole, Henry B. . . . . KMON, Great Falls
Potter, George . . . . . KIYI, Shelby
Powers, Don . . . . . KXGN, Glendive
Provis, Jack . . . . . KXLQ, Bozeman
Provis, W. J. . . . . KXLF, Butte
Rush, Ben K. . . . . KXLO, Lewiston
Scofield, Charles . . . . . KRJF, Miles City
Skidmore, Jim . . . . . KOPR, Butte
Touw, Clarence . . . . . KGVO, Missoula

Nebraska

Allison, Duane . . . . . KHAS, Hastings
Blakesley, Jay . . . . . KODY, North Platte
Case, Bill . . . . . KNEB, Scottsbluff
Hardy, Harold W. . . . . KJSK, Columbus
Herold, Joseph . . . . . WOW-TV, Omaha
Korinek, Marvin . . . . . KOIN, Lincoln
Kotera, William J. . . . . WOW, WOW-TV, Omaha

Lenwell, LeRoy W.....KBRL, McCook
Lewis, Jack.....KGFW, Kearney
Morrison, Harland.....KOLT, Scottsbluff
Nelson, N. P.....KOWH, Omaha
Schroeder, R. J.....KMTV, Omaha
Seier, Eugene.....KMMJ, Grand Island
Weimer, Orville.....KOWH, Omaha
Welna, Richard E.....KRON, Omaha
Wiedenbach, Frank.....WJAG, Norfolk
Winkler, Charles.....KOIL, Omaha
Winkler, Charles W.....KFOR, Lincoln

Nevada

Berry, W. E.....KENO, Las Vegas
Comer, Wilbur C.....KWRN, Reno
Craig, Wesley.....KOH, Reno
Jones, Havelyn.....KRAM, Las Vegas
Peterson, Merle.....KOH, Reno
Young, Fred.....KRAM, Las Vegas

New Hampshire

Avery, Walter.....WLNH, Laconia
Babkes, E. J.....WWNH, Rochester
Batchelder, Ernest F., Jr.....WKNE, Keene
Bingham, Robert C.....WOTW, Nashua
Chandler, Vincent H.....WMUR, Manchester
Davis, Albert J.....WTSV, Claremont
Davis, George.....WKXL, Concord
Hennessey, James F.....WMOU, Berlin
Phillips, Royston.....WKBR, Manchester
Schow, Reginald A. B.....WFEA, Manchester
Vaccaro, Anthony.....WHEB, Portsmouth

New Jersey

Bremer, Frank V.....WAAT, WATU, Newark
Fekel, Francis.....WSNJ, Bridgeton
Foster, Herman L.....WHBI, Newark
Godfrey, Earle.....WBAB, Atlantic City
Kellom, Bernard.....WVNJ, Newark
Kilmer, Theodore P.....WTTM, Trenton
Lucas, Earl F.....WPAT, Paterson
Mullen, C. V.....WWBZ, Vineland
Onens, Clarence E.....WCAM, Camden
Porter, Matthew.....WCAP, Asbury Park
Prow, Rudolph.....WMTR, Morristown
Singer, Bernard.....WMID, Atlantic City
Steen, E. Phillip.....WKDN, Camden
Testan, Peter.....WNJR, Newark
Thron, Blair K.....WFPG, Atlantic City
Williams, Robert L.....WCTC, New Brunswick

New Mexico

Carmen, William.....KOAT, Albuquerque
Dean, K. M.....KOBE, Las Cruces
Dodds, Leonard.....KGGM, Albuquerque
Hughes, Vernon.....KICA, Clovis
Johnson, George S.....KOB, KOB-TV Albuquerque
Meeker, Robert.....KSVP, Artesia
Nickelson, Odel.....KTRC, Santa Fe
Rader, Eugene.....KGFL, Roswell
Schultz, A. F.....KFUN, Las Vegas; KRTN, Raton
Sene, William.....KAVE, Carlsbad
Summersgill, R. R.....KSWS, Roswell
Suptic, James P.....KGAK, Gallup
Timm, Fred.....KVER, Albuquerque
Vanderwood, Elvin J.....KVSP, Santa Fe
Walz, Russell A.....KCHS, Hot Springs
White, David Fred, Jr.....KTNM, Tucumcari

New York

Atherton, Otis.....WDHL, Olean
Barron, William A.....WKRT, Cortland
Bartlett, Benton R.....WWRL, Woodside
Bates, Wiley.....WDOS, Oneonta
Beck, Irving P.....WSNY, Schenectady
Bell, Allen.....WELM, Elmira
Bonvouloir, Felix.....WRNY, Rochester
Brown, Charles.....WEVD, New York
Burke, John P.....WEOK, Poughkeepsie
Callendar, Fred.....Batavia, N. Y.
Chipp, Rodney D.....WABD, New York
Chismark, A. H.....WTRY, Troy
Corey, James H.....WABY, Albany
Crow, H. E.....WHEN, Syracuse
Czaplak, Gustav.....WJJL, Niagara Falls
Darlington, Edgar T.....WLIB, New York
Davis, Maynard B.....WWNY, Watertown
Dowdell, John T.....WIBX, Utica
Dye, Robert.....WNDR, Syracuse
Emch, Robert.....WARC, Rochester
Fiedler, Leroy.....WKBW, Buffalo
Fuelling, Paul.....WMGM, New York
Gardner, Kenneth J. WHAM, WHAM-TV, Rochester
Ghiloni, Peter W.....WGAT, Utica
Greene, R. Carleton.....WGVA, Geneva
Greene, Thurlow A.....WENY, Elmira
Hallinan, Charles.....WKOP, Binghamton
Hanson, O. B.....WNBC, WNBT, New York
Heisler, Charles.....WROW, Albany
Henry, C. F.....WRUN, Utica
Hill, Emile.....WOV, New York
Hillman, Murray.....WLEA, Hornell
Hoag, Dwelle S.....WPTR, Albany
Hoffman, K. B.....WGR, Buffalo
Hoffman, Norman R.....WHCU, Ithaca
House, Herbert.....WMBO, Auburn
Houskeeper, Peter C.....WLNA, Peekskill
Howard, Tom.....WPIX, New York
Kelley, A. A.....WINR, Binghamton
Kelley, James.....WFBL, Syracuse
Kingsley, Ralph J.....WBEN, WBEN-TV, Buffalo
Knaack, Frank E.....WHLI, Hempstead
Kratzert, Harold J.....WJTN, Jamestown
Langham, Donald F.....WAGE, Syracuse
Layman, Harry W.....WJOC, Jamestown
Layton, DeForest T., Jr.....WKAL, Rome
Lissner, Charles B.....WALL, Middletown
Lyke, Ervin F.....WVET, Rochester
McCafferty, James.....WMCA, New York
McNelis, Joseph.....WKNY, Kingston
Marx, Frank.....WJZ-TV, New York
Merchant, J. Harold..WENE, Binghamton-Endicott
Milne, George.....WJZ, New York
Milos, Bob.....WGBB, Freeport
Muir, Donald.....WOLF, Syracuse
Nazak, Jack.....WEAV, Plattsburg
O'Brien, Bern C.....WHEC, Rochester
Poppele, J. R.....WOR, WOR-TV, New York
Purcell, Williard J.....WGY, WRGB, Schenectady
Rauer, Guy.....WCSS, Amsterdam
Ridgeway, Frank.....WEBR, Buffalo
Saj, Frank.....WWOL, Bnffalo
Sanders, Edwin R.....KXRA, Kenmore (Buffalo)
Sardi, Al.....WOKO, Albany
Schryver, Donald.....WATN, Watertown
Seimes, Marvin S.
WGNY, Newburgh; WKIP, Poughkeepsie
Seitz, Frank A.....WFAS, White Plains
Stantz, L. H.....WNBF, WNBF-TV, Binghamton
Stewart, Richard...WENT, Gloversville-Johnstown
Stromer, Adolf F.....WICY, Malone
Tackach, Michael.....WHUC, Hudson
Tarkulich, Michael.....WMSA, Massena
Thompson, R. G.....WCBS, New York
Valentine, Russell D.....WQXR, New York
Vines, Thomas L.....WBNY, Buffalo
Von Kunitz, Paul.....WINS, New York
Weber, James H.....WVIN, Olney
Weiner, Max.....WNEW, New York
Wetmore, George.....WXKW, Albany
Williams, H. B.....WNBZ, Saranac Lake
Wilson, Robert.....WHLD, Niagara Falls
Wittlig, Paul.....WCBS-TV, New York
Worthing, Henry O.....WGLN, Glens Falls

North Carolina

Alexander, L. H.....WFRC, Reidsville
Alford, Bill.....WGTC, Greenville
Alford, William.....WFNC, Fayetteville
Allison, Earl F.....WBIG, Greensboro
Aycock, Harold.....WCEC, Rocky Mount
Ballew, Frank.....WMNC, Morganton
Brandon, Thomas C.....WGIV, Charlotte
Caudle, L. I., Jr.....WSOC, Charlotte
Cecil, Yancey.....WHPE, High Point
Chambers, William M.....WLOS, Asheville
Chandler, C. D.....WCPS, Tarboro

Cheney, A. L., Jr. . . . WAYS, Charlotte
Clements, Bill . . . WSKY, Asheville
Coddington, Robert . . . WHIT, New Bern
Cooney, James J. . . . WJNC, Jacksonville
Duncan, Virgil . . . WRAL, Raleigh
Epperson, Ralph D. . . . WPAQ, Mt. Airy
Fletcher, Hilliard . . . WMAP, Monroe
Fullen, Roy E. . . . WDUK, Durham
Gilliam, Ray . . . WKDK, Newberry
Groves, W. C., Jr. . . . WGNC, Gastonia
Hamrick, William H. . . . WWNC, Asheville
Hardison, David E. . . . WFTC, Kinston
Harvey, Robert M. . . . . WKBC, North Wilkesboro
Hedrick, Phil . . . WSJS, Winston-Salem
Herring, E. I. . . . WMFD, Wilmington
Hiland, Lewis . . . WHNC, WHNC-FM, Henderson
Hinson, Foy . . . . . WGTL, Kannapolis
Hulick, Henry, Jr. . . . . WPTF, Raleigh, N. C.
Inman, Clifford . . . . . WHKP, Hendersonville
Iwerks, Merton . . . . . WBBO, Forest City
Kitlas, Joseph . . . . . WCKB, Dunn
King, Lee . . . . . WAIR, Winston-Salem
Kopriver, Edward O. . . . . WSTS, Southern Pines
Kushner, Melvin . . . . . WEEB, Southern Pines
Long, Dennis . . . . . WNNC, Newton
Long, Edmund S. . . . . WHKY, Hickory
McIntosh, T. H. . . . . WFNS, Burlington
Madeley, Art . . . . . WGNI, Wilmington
Malone, W. H. . . . . WGTM, Wilson
Meares, Claude . . . . . WCBT, Roanoke Rapids
Melone, Phil . . . . . WGAI, Elizabeth City
Minor, M. J. . . . . WBA, WBTV, Charlotte
Moore, Robert . . . . . WMFR, High Point
Munn, Matt . . . . . WISE, Asheville
Murphrey, I. G. . . . . WRRF, Washington
Norman, Edward . . . . . WSSB, Durham
Olive, Carey H. . . . . WWGP, Sanford
Pate, Ernest, Jr. . . . . WCOG, Greensboro
Penny, Clyde C. . . . . WGWR, Asheboro
Pickette, Carl . . . . . WHHT, Durham
Pieler, N. V. . . . . WVOT, Wilson
Porter, Bascom . . . . . WNAO, Raleigh
Rogers, W. F. . . . . WTSB, Lumberton
Sherman, Elbert . . . . . WSAT, Salisbury
Sherwood, John M. . . . . WRCS, Ahoskie
Sills, Cecil . . . . . WADE, Wadesboro
Spikula, Russell . . . . . WTOB, Winston-Salem
Stanton, E. M., Jr. . . . . WWNF, Fayetteville
Stewart, James M. . . . . WGBG, Greensboro
Sugg, L. M. . . . . WTNC, Thomasville
Taylor, K. A. . . . . WDNC, Durham
Troutman, Elmer H. . . . . WIRC, Hickory
Tysor, Berry . . . . . WBBB, Burlington
Voigt, Don C. . . . . WLTC, Gastonia
Wallace, Robert M. . . . . WAHS, Shelby
Watson, Carl B. . . . . WSTP, Salisbury
White, Arlis A. . . . . WTIK, Durham
Wilbur, Frank . . . . . WHCC, Waynesville
Wilroy, John . . . . . WHED, Washington
Winecoff, James F. . . . . WFMY-TV, Greensboro
Winn, Eldred . . . . . WLOE, Leaksville
Wise, James . . . . . WABZ, Albemarle
Wood, C. F., Jr. . . . . WEGO, Concord
Wynne, W. A. . . . . WEED, Rocky Mount

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North Dakota

Baker, C. W. . . . . KLPM, Minot
Barnett, Ray . . . . . KGCU, Mandan
Gabrielson, Olaf . . . . . KFGO, Fargo
Moritz, Richard . . . . . KDLR, Devils Lake
Nelson, Ivar . . . . . KFYR, Bismarck
Prochaska, Quintin V. . . . . KDIX, Dickinson
Ridgway, Robert N. . . . . KSJB, Jamestown
Savold, Juline . . . . . WDAY, Fargo
Schaefer, Bob . . . . . KVNJ, Fargo
Sjostrom, Charles . . . . . KOVC, Valley City
Thomeford, Clifford . . . . . KNOX, Grand Forks

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Ohio

Adams, Ernest L. . . . . WHIO, WHIO-TV, Dayton
Albers, Ralph H. . . . . WBEX, Chillicothe
Beckwith, Larry . . . . . WPFB, Middletown
Bernato, F. N. . . . . WICA, Ashtabula
Bondy, Hugo A. . . . . WHHH, Warren
Bopp, Calvin . . . . . WLW-TV, Cincinnati
Burke, James M. . . . . WTVN, Columbus
Bushong, Victor . . . . . WIZE, Springfield
Clark, Charles E. . . . . WMOA, Marietta
Cowen, George . . . . . WTRF, Bellaire
DeConnick, Leo . . . . . WCOL, Columbus
DeLany, R. H. . . . . WHK, Cleveland
Diernger, Frank A. . . . . WFMJ, Youngstown
Epperson, Joseph B. . . . . WEWS, Cleveland
Friedman, Thomas . . . . . WXEL, Cleveland
Grunder, C. R. . . . . WWST, Wooster
Hill, James . . . . . WHKK, Akron
Holmes, Harold . . . . . WTOL, Toledo
House, Lloyd . . . . . WING, Dayton
Houston, Charles R. . . . . WHOK, Lancaster
Hunt, William A. . . . . WHIZ, Zanesville
Hunter, Darrel . . . . . WLOK, Lima
Knopp, Irwin L. . . . . WAKR, Akron
Leibach, Jay . . . . . WLEC, Sandusky
Leonard, S. E. . . . . WNBK, WTAM, Cleveland
Lepple, Howard . . . . . WLW-D, Dayton
London, Byron . . . . . WPTW, Piqua
MacCasland, G. A. . . . . WJEL, Springfield
Makinson, Grant . . . . WCPO-WCPO-TV, Cincinnati
Minor, William C. . . . . WHKC, Columbus
Morrison, W. E. . . . . WMAN, Mansfield
Murawsky, Walter . . . . . WEOL, Elyria
Myers, Maurice L. . . . . WPAY, Portsmouth
Natzger, Lester H. . . . . WBNS-TV, Columbus
Peters, Francis J. . . . . WMRN, Marion
Pierce, R. Morris . . . . . WGAR, Cleveland
Randles, Wesley C. . . . . WILE, Cambridge
Roberts, Gerold G. . . . . WJW, Cleveland
Rockwell, R. J. . . . . WLW, Cincinnati
Schaefer, Frank W. . . . . WLIO, East Liverpool
Sheperd, Charles S. . . . . WSTV, Steubenville
Shipley, Lawrence . . . . . WJMO, Cleveland
Sliker, Kenneth L. . . . . WHBC, Canton
Smith, A. J. F. . . . . WIMA, Lima
Smith, Edgar C. . . . . WFIN, Findlay
Sowers, Robert . . . . . WTOD, Toledo
Stringfellow, William . . . WSPD, WSPD-TV, Toledo
Symons, William E. . . . . WSAI, Cincinnati
Topmiller, C. H. . . . . WCKY, Cincinnati
Volkman, Don F. . . . . WMOH, Hamilton
Whittaker, Ben . . . . . WSRS, Cleveland
Wildermuth, John L. . . . . WADC, Akron
Wilkens, B. T. . . . . WKBN, Youngstown
Wilson, George A. . . WKRC, WKRC-TV, Cincinnati
Woodward, Royce O. . . . . WFRD, Worthington

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Oklahoma

Abbott, Warren W. . . . . KSMI, Seminole
Alexander, Paul . . . . . KMUS, Muskogee
Allen, Neal M. . . . . KWCO, Chickasha
Baucum, Ernest . . . . . KWHW, Altus
Black, Elmo . . . . . KTOW, Oklahoma City
Buford, Bill . . . . . KRHD, Duncan; KSWO, Lawton
Coleman, Murray D. . . . . KCRC, Enid
Donley, M. M. . . . . KAKC, Tulsa
Easum, Clifford . . . . . KTOK, Oklahoma City
Edwards, Eugene . . . . . KBIX, Muskogee
Foss, Darrel . . . . . KTJS, Hobart
Freeland, Royden . . . . . KOCY, Oklahoma City
Jacobs, George . . . . . KOTV, Tulsa
Jones, Dan . . . . . KTAT, Frederick
Kolb, William . . . . . KVSO, Ardmore
Lovell, H. J. . . . . WKY, WKY-TV, Oklahoma City
McCollum, Paul . . . . . KSPI, Stillwater
Nelson, John M. . . . . KSIW, Woodward
Richmond, Jack . . . . . KLPR, Oklahoma City
Rountree, George . . . . . KVLH, Pauls Valley
Ruppe, Kenneth . . . . . WBBZ, Ponca City
Schlib, Robert . . . . . KTMC, McAlester
Smith, James H. . . . . KHBG, Okmulgee
Snider, Robert . . . . . KTUL, Tulsa
Stanford, C. H. . . . . KCHE, El Reno
Stinson, Watt . . . . . KVOO, Tulsa, Okla.
Stone, Louis . . . . . WGLC, Miami
Thomas, M. W. . . . . KOMA, Oklahoma City
Walker, Harold . . . . . KADA, Ada
Wilcox, Nathan E. . . . . KFMJ, Tulsa
Wireman, Jim . . . . . KWON, Bartlesville
Wooster, Alden F. . . . . KRMG, Tulsa

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Oregon

Bigger, Hal . . . . . KNPT, Newport
Bobisud, Walt . . . . . KBKR, Baker
Bookwalter, L. S. . . . . KOIN, Portland
Brower, Robert . . . . . KGON, Oregon City
Brunes, Larry . . . . . KTIL, Tillamook
Davidson, Herbert . . . . . KWIL, Albany
Dickinson, Robert . . . . . KBND, Bend
Durham, Murray . . . . . KLBM, La Grande

Elliott, Art.....KODL, The Dalles
Ely, Thomas.....KEX, Portland
Evans, J. E.....KRUL, Corvallis
Fillinger, Russ.....KWRC, Pendleton
Harland, Charles E.....KSRV, Ontario
Johnson, Rodney.....KPDQ, Portland
Kieger, Harold.....KBKO, Portland
Linn, Phillip.....KWRO, Coquille
Loomis, Dwight.....KWJJ, Portland
McElroy, Edward C., Jr.....KOCO, Salem
Miflin, Ralf.....KXL, Portland
Richards, Rodney.....KYJC, Medford
Riley, William R.....KASH, Eugene
Singleton, Harold C.....KGW, Portland
Smith, Ralph.....KRNR, Roseburg
Spaugh, Roger.....KOOS, Coos Bay
Sturtevant, Henry.....KPOJ, Portland
Viken, Floyd.....KORE, Eugene
Walter, Gilbert.....KFLW, Klamath Falls
Whitewell, Bruce.....KAST, Astoria
Williams, N. L.....KUIN, Grants Pass

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Pennsylvania

Ackley, Rexford.....WCRO, Johnstown
Allen, Lyle.....WHJB, Greensburg
Altdoerffer, Frank H.....WLAN, Lancaster
Arcoletti, Leo.....WKRZ, Oil City
Bair, H. Howard.....WCMB, Lemoyne
Baker, Clarence.....WIKK, Erie
Berninger, John.....WPIT, Pittsburgh
Bisbing, Franklin H.....WNAR, Norristown
Bopp, Bernard H.....WMRF, Lewiston
Bowley, Raymond J.....WPTZ, Philadelphia
Brewer, W. A.....WBUD, Morrisville
Burgoon, George.....WFBG, WRTA, Altoona
Burke, James.....WICU, Erie
Burtis, Charles W.....WPEN, Philadelphia
Cassady, Park H.....WLTR, Bloomsburg
Caum, Kenneth B.....WBPZ, Lock Haven
Coleman, Millard J.....WARD, Johnstown
Cooke, Kenneth R.....WGBI, Scranton
Cooper, Horace.....WJPA, Washington
Cordaro, C. Frank.....WKAP, Allentown
Craig, Ernest A.....WHUN, Huntingdon
Duck, L. E.....WCPA, Clearfield
Emch, Robert.....WKST, New Castle
Eney, I. N.....KYW, Philadelphia
Fasulkey, Robert.....WCVI, Connellsville
Field, John.....WTEL, Philadelphia
Fireman, Paul.....WBUX, Doylestown
Franklin, Benjamin A.....WKIN, Kittanning
French, Theodore.....WILK, Wilkes-Barre
Goldman, Arnold.....WHAT, Philadelphia
Greenwood, James.....WCAE, Pittsburgh
Haines, Homer M.....WNAE, Warren
Handwerk, Gene.....WPAM, Pottsville
Heck, A. C.....WPIC, Sharon
Henninger, John H.....WBIG, Philadelphia
Henzly, William J.....WMBS, Uniontown
Herbert, James.....WHOD, Homestead
Hestor, Kenneth.....WERC, Erie
Hines, John Wm.....WBVP, Beaver Falls
Hunt, R. F.....KQV, Pittsburgh
Iles, Alec Felton.....WJMJ, Philadelphia
Jefferies, David W.....WESB, Bradford
Keller, John W.....WKOK, Sunbury
Kenney, Theodore C.....KDKA, Pittsburgh
Kinney, Clair.....WCNR, Bloomsburg
Leibensperger, E. Daniel.....WHP, Harrisburg
Leitch, John G.....WCAU-TV, Philadelphia
Lewis, George.....WCAU, Philadelphia
Littlejohn, Louis E..WFIL, WFIL-TV, Philadelphia
McCormack, J. E.....WHUM, Reading
McCoy, W. W.....WJAS, Pittsburgh
McCurdy, James.....WCHA, Chambersburg
McGoldrick, John P.....WQAN, Scranton
Macioce, Andrew.....WROY, Rochester
Marshall, Barney.....WISL, Shamokin
Mathiot, J. E.....WEST, Easton; WORK, York; WKBO, Harrisburg; WRAW, Reading; WGAL, WGAL-TV, Lancaster, Pa.
Metzger, C. Irvin.....WJSW, Altoona
Milhalick, Rudy F.....WDAD, Indiana
Morgan, Edward.....WPPA, Pottsville
Musselman, Reuel H.....WSAN, Allentown
Neely, W. W.....WKPA, New Kensington
Neiderkofler, Henry.....WESA, Charlerot
Noullet, Richard G.....WLOA, Braddock
Oebbecke, Martin N.....WAEB, Allentown
Oschmann, A. W.....WARM, Scranton
Palmer, Henry.....WLXW, Carlisle
Ralston, J. J.....WVAM, Altoona
Rex, Paul.....WISR, Butler
Rodgers, Raymond.....WDTV, Pittsburgh
Roland, George.....WLEU, Erie
Rybak, Edwin L.....WGPA, Bethlehem
Sakoskie, Charles.....WBRE, Wilkes-Barre
Savage, M. Leonard.....WLBR, Lebanon
Schearer, Harold.....WEEU, Reading
Schlegel, H. Glenwood.....WHBG, Harrisburg
Sherman, Glen.....WRAK, Williamsport
Shimski, Willard.....WSCR, Scranton
Shoemaker, Jim.....WACB, Kittanning
Simmington, Harry.....WPWA, Chester
Stahl, Vernon.....WCED, DuBois
Stenger, John H., Jr.....WBAX, Wilkes-Barre
Stout, Hoyt.....WMGW, Meadville
Straub, N. L.....WJAC, WJAC-TV, Johnstown
Tisdale, James M.....WVCH, Chester
Tito, Elwood.....WAZL, Hazleton
Transue, Ernest.....WVPO, Stroudsburg
Unterberger, Frank W.....WDAS, Philadelphia
Weaver, Willis.....WNOW, York
White, Charles.....WMCK, McKeesport

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Rhode Island

Britto, Joseph.....WRJM, Newport
Buckley, Richard.....WRIB, Providence
Ferri, John V.....WPRO, Providence
Johnson, Gilbert.....WFCI, Providence
Philbrook, Carroll.....WHIM, Providence
Prior, Thomas C. J..WJAR, WJAR-TV, Providence
Sheehan, F. E. A.....WDEM, Providence
Tilley, Henry.....WEAN, Providence

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South Carolina

Albee, Wilbur.....WCSC, Charleston
Beaty, James S., Jr.....WRHI, Rock Hill
Birchfield, Wm. P.....WHAN, Charleston
Bradham, Douglass M.....WTMA, Charleston
Brienen, Donald.....WHSC, Hartsville
Browning, Gus.....WRNO, Orangeburg
Burdette, Clyde.....WORD, Spartanburg
Byrd, Tom L.....WTYC, Rock Hill
Elias, Lewis W., Jr.....WESC, Greenville
Garrison, William.....WFBC, Greenville
Green, Morton E.....WGCD, Chester
Greene, H. B.....WAIM, Anderson
Gronert, John.....WBSC, Bennettsville
Hampton, Gene.....WKIX, Columbia
Hanks, H. L.....WLAT, Conway
Herring, M. J.....WDSC, Dillon
Jenne, Frank A.....WJMX, Florence
Lambert, Robert D., Jr.....WCOS, Columbia
McClure, Clyde J.....WLBG, Laurens
Martin, Larry.....WMRA, Myrtle Beach
Modlin, Carlton J.....WPAL, Charleston
Morris, M. E.....WACA, Camden
Neale, Louis M., Jr.....WFGN, Gaffney
Nelson, Walter M.....WUSN, Charleston
Pritchett, W. A.....WOLS, Florence
Rivers, Robert.....WALD, Walterboro
Sparks, Charlie.....WCRS, Greenwood
Styles, Larry W.....WTND, Orangeburg
Tate, George D.....WMRC, Greenville
Williams, James L.....WFIG, Sumter

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South Dakota

Alwin, Francis.....KWAT, Watertown
Brodie, Bruce.....KISD, Sioux Falls
Froke, Lester.....KELO, Sioux Falls
Griffiths, A. E.....KOTA, Rapid City
Hicks, Roy.....KDSJ, Deadwood
Hobbs, Charles W.....KGFX, Pierre
Pierce, Max.....KSOO, Sioux Falls
Taylor, Robert G.....KORN, Mitchell
Todd, Clif.....WNAX, Yankton

Tennessee

Andrews, Fred M. . . . . WROL, Knoxville
Baker, B. C. . . . . WDEF, Chattanooga
Barnes, B. B. . . . . WAPO, Chattanooga
Binns, F. D. . . . . WLAC, Nashville
Bowers, Martin Condon, Jr. . . . WBEJ, Elizabethton
Daughtery, George W. . . . . WHUB, Cookeville
Deaderick, J. G. . . . . WMPS, Memphis
Evans, Ray . . . . . WNOX, Knoxville
Fincher, Byron . . . . . WDXB, Chattanooga
Frase, E. C., Jr. . . . . WMC, WMCT, Memphis
Freeman, Charlie . . . . . KGNS, Murfreesboro
Garland, O. K. . . . . WJHL, Johnson City
Gordon, Robert M. . . . . WTJS, Jackson
Griffin, Oscar C., Jr. . . . . WKDA, Nashville
Hargis, Kenneth . . . . . WHBT, Harriman
Hobbs, Revis . . . . . WKRM, Columbia
Hooper, T. E. . . . . WIBK, Knoxville
Horton, J. Rex . . . . . WBIR, Knoxville
Jones, E. B. . . . . WETB, Johnson City
Jones, Charles W. . . . . WTPR, Paris
Jones, Milton L. . . . . WKGN, Knoxville
Lamarr, Curtis . . . . . WGAP, Maryville
Marsh, Timothy . . . . . WHAL, Shelbyville
Marsh, William . . . . . WHHM, Memphis
Morrow, C. W. . . . . WDSG, Dyersburg
Owens, W. Roy . . . . . WDOD, Chattanooga
Paul, Marvin L. . . . . WSM, Nashville
Reynolds, George . . . . . WSM, Nashville
Robinson, Russ . . . . . WOPI, Bristol
Roy, Welton . . . . . WHBQ, Memphis
Sassman, Bob . . . . . WDIA, Memphis
Spraggins, Carl . . . . . WJIG, Tullahoma
Spruill, Richard . . . . . WKSR, Pulaski
Stokely, Charles . . . . . WAGC, Chattanooga
Stuart, William D. . . . . WBAC, Cleveland
Thomas, James . . . . . WDXI, Jackson
Thomas, James . . . . . WENK, Union City
Tucker, Ernest . . . . . WEKR, Fayetteville
Turner, J. W. . . . . WLAR, Athens

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Texas

Adams, John . . . . . KFDX, Wichita Falls
Allen, J. T. . . . . KXOX, Sweetwater
Atkins, T. D. . . . . KDDD, Dumas
Balch, H. B. . . . . KWHI, Brenham
Ball, John . . . . . KPAN, Hereford
Barton, Morris, Jr. . . . . KBTV, Dallas
Beck, Al . . . . . KGBS, Harlingen
Benson, Robert . . . . . KTXL, San Angelo
Benson, Stan . . . . . KDLK, Del Rio
Bledsoe, W. S. . . . . KFYO, Lubbock
Blocker, Raymond . . . . . KORC, Mineral Wells
Boatright, Morris Glenn . . . . . KPAC, Port Arthur
Boehnemann, Harry W. . . . . KIUN, Pecos
Bradford, Bill . . . . . KSST, Sulphur Springs
Brady, Charles L. . . . . KMAC, San Antonio
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Collins, Hudson C. . . . . KGKB, Tyler
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Hartwig, Lewis . . . . . KRGV, Weslaco
Hearn, A. B. . . . . KTBC, Austin
Hicks, Bob . . . . . KVOU, Uvalde
Hill, Fred . . . . . KTRE, Lufkin
Hively, Roger . . . . . KSEL, Lubbock
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Hughes, Ben F. . . . . KTRM, Beaumont
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Ing, George . . . . . KONO, San Antonio
John, Tom . . . . . KRRV, Sherman-Denison
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Lewis, James E. . . . . KNOW, Austin
Luddy, E. Noel . . . . . KFDA, Amarillo
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McCreary, William M., Jr. . . . . KEBE, Jacksonville
Martin, Cordell . . . . . KGAF, Gainesville
Martin, Ed . . . . . KATL, Houston
Mason, Al . . . . . KEVT, Kerrville
Maxwell, Ken . . . . . KLTI, Longview
Meiners, William . . . . . KRIO, McAllen
Middlebrook, George . . . . . KSFA, Nacogdoches
Miller, Joe . . . . . KULP, El Campo
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Phillips, W. P. . . . . KTAN, Sherman
Poteet, William . . . . . KGKL, San Angelo
Rainey, Gordon W. . . . . KTAE, Taylor
Richardson, Jimmie . . . . . KNET, Palestine
Robertson, Harvey . . KOMC, Texarkana, Tex.-Ark.
Rodgers, Loyd E. . . . . KCLE, Cleburne
Rowlets, John . . . . . KECK, Odessa
Sanders, Lawrence . . . . . KPBX, Beaumont
Saxon, Merl . . . . . KCNY, San Marcos
Scharath, Alfred W. . . . . KVET, Austin
Seals, Brownie . . . . . KSTA, Coleman
Siercovich, John . . . . . KITE, San Antonio
Simms, Jesse . . . . . KGBC, Galveston
Simpson, James . . . . . KOSA, Odessa
Sloat, W. R. . . . . KEYL, San Antonio
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Smith, R. E. . . . . KSTB, Breckenridge
Soule, David . . . . . KRIG, Odessa
Stewart, A. W. . . . . KBWD, Brownwood
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Suggs, Richard . . . . . KOGT, Orange
Talbott, Edward P. . . . . KROD, El Paso
Thompson, Coy . . . . . KEYE, Perryton,
Torrey, W. H. . . . . KGNC, Amarillo
Tripp, Bob E. . . . . KIXL, Dallas
Tucker, D. J. . . . . WRR, Dallas
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Walton, K. J. . . . . KTSM, El Paso
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Webb, Richard L. . . . . WTAW, College Station
Wheeler, Harvey . . . . . KPRC, Houston
Wileman, R. A. . . . . KTBB, Tyler, Tex.
Wiley, Herbert T. . . . . KWFT, Wichita Falls
Wilson, Frank, Jr. . . . . KCTI, Gonzales
Wommack, David . . . . . KTFS, Texarkana
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Yates, Tom . . . . . KCRS, Midland
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Zuehl, Richard . . . . . KWED, Seguin

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Utah

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Boothe, Wayne . . . . . KLO, Ogden
Clayton, Vincent . . . . . KSL, Salt Lake City
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Hansen, David I. . . . . KSVC, Richfield
Keyes, Henry . . . . . KOVO, Provo
May, Michael . . . . . KNAK, Salt Lake City
North, Merlin . . . . . KCSU, Provo
Olesen, Del Monte . . . . . KVNU, Logan

Reid, Leo E. ..... KOAL, Price
Stephens, Samuel L., Jr. ..... KBUH, Brigham
Urie, Hurschell ..... KSUB, Cedar City
Weibell, Fred ..... KMUR, Murray

Vermont

Boisvert, Theodore ..... WWSR, St. Albans
Davis, L. C. ..... WSKI, Montpelier
Grout, Harold M. ..... WDEV, Waterbury
Quill, John C. ..... WJOY, Burlington
Ramson, Norval K., Jr. ..... WSYB, Rutland
Tierney, J. W. ..... WCAX, Burlington

Virginia

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Briggs, J. P. ..... WSLS, Roanoke
Burwell, Edward L. ..... WHAP, Hopewell
Candler, William S. ..... WFVA, Fredericksburg
Daugherty, Bob ..... WCYB, Bristol
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Kyle, J. ..... WTVR, Richmond
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Leggett, Lindley H. ..... WREL, Lexington
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Peffer, John C. ..... WTAR, Norfolk
Pinkerton, Forest J. ..... WWOD, Lynchburg
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Sledge, Charles R. ..... WSAP, Portsmouth
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Tommerdahl, Gene ..... WNVA, Norton
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Wilson, C. E. ..... WSVS, Crewe
Wilson, John H. ..... WKEY, Covington
Wolstenholme, Vincent ..... WRNL, Richmond
Woods, David C. ..... WRVA, Richmond

Washington

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Dubuque, John ..... KXA, Seattle
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Frese, George ..... KPQ, Wenatchee
Harper, Ernest ..... KVOS, Bellingham
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Murphy, H. B. ..... KIT, Yakima
Roark, C. A. ..... KGY, Olympia
Ross, James S. ..... KTW, Seattle
Schultz, Arthur A. ..... KING, Seattle
Sparling, A. G. ..... KGA, Spokane
Springer, Kirk ..... KOMW, Omak
True, Philip ..... KXRO, Aberdeen
Vanerstrom, Orris ..... KBRC, Mount Vernon
Velo, Dick ..... KTBI, Tacoma
Walker, John ..... KHQ, Spokane
Watkinson, J. Barry ..... KIMA, Yakima

West Virginia

Baily, Roscoe ..... WHAW, Weston
Barickman, Buford ..... WCOM, Parkersburg
Brooks, Vilah G. ..... WPAR, Parkersburg
Brown, Harry S. ..... WBLK, Clarksburg
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Craver, Campbell J. ..... WMON, Montgomery
Dixon, William ..... WCHS, Charleston
Flanagan, P. T. ..... WHIS, Bluefield
Ginkel, Al J. ..... WJLS, Beckley
Graham, Earl H. ..... WLOH, Princeton
Haldane, William R. ..... WLPH, Huntington
Heil, Sterling ..... WEPM, Martinsburg
Hinkle, Charles ..... WVVW, Fairmont
Hough, R. D. ..... WPDX, Clarksburg
Kilpatrick, Leroy ..... WSAZ, WSAZ-TV, Huntington
Kovlan, Andrew H. ..... WHAR, Clarksburg
Marcrum, Taylor ..... WKNA, Charleston
Rulong, Clarence ..... WAJR, Morgantown
Sepe, Edmund ..... WDNE, Elkins
Stone, William ..... WCAW, Charleston
Sturm, Harold F. ..... WHTN, Huntington
Sullivan, Paul ..... WTIP, Charleston
Thomas, Robert R., Jr. ..... WOAY, Oak Hill
Whiteman, George C. ..... WGKV, Charleston
Wills, Estil ..... WWNR, Beckley

Wisconsin

Boos, Gerald ..... WDLB, Marshfield
Bresette, Charles ..... WOBT, Rhinelander
Clay, Wayne ..... WCLO, Janesville
Dechant, F. Lee ..... WRJN, Racine
Dodge, George ..... WFOX, Milwaukee
Duben, W. C. ..... WOMT, Manitowoc
Fliegel, E. W. ..... WNAM, Neenah
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Greely, W. M. ..... WISC, Madison
Hahn, Norman ..... WIBA, Madison
Hebal, William ..... WTMJ, Milwaukee
Holbrook, Darrel ..... WLDY, Ladysmith
Host, Raymond H. ..... WMAW, Milwaukee
Jorgenson, T. O. ..... WEAU, Eau Claire
Kolsky, Bob ..... WJMC, Rice Lake
Laeser, Phil ..... WTMJ-TV, Milwaukee
Laskey, J. Melvin ..... WDSM, Superior
Leeman, Al ..... WKBH, La Crosse
Link, Otto ..... WATW, Ashland
Lubinski, Casimir ..... WLIP, Kenosha
Mayer, Herbert J. ..... WHBL, Sheboygan
Merkl, George ..... WHBY, Appleton
Meyers, Wendell S. ..... KFIZ, Fond Du Lac
Manaco, Gino ..... WMIL, Milwaukee
Morton, W. M. ..... WOSH, Oshkosh
Paske, Rolland ..... WEMP, Milwaukee
Randall, Adin E. ..... WAUX, Waukesha
Reed, Elmo ..... WJPG, Green Bay
Richardt, R. W. ..... WSAU, Wausau
Rinn, Elphin G. ..... WLCX, LaCrosse
Sadler, L. Stanley ..... WIBU, Poynette
Sielaff, Oscar ..... WRFW, Eau Claire
Sloniker, Justin ..... WTWT, Stevens Point
Stangel, Wallace ..... WBAY, Green Bay
Stewart, Leo ..... WMAM, Marinette
Thomas, Claude V. ..... WBIZ, Eau Claire
Tyrrell, Paul ..... WDUZ, Green Bay
Weller, Donald A. ..... WISN, Milwaukee
White, J. Harold ..... WKTY, LaCrosse
Wilson, Leo ..... WBEL, Beloit
Winkenwerder, Harold ..... WGEZ, Beloit
Zielesch, Bert ..... WFHR, Wisconsin Rapids

Wyoming

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Crostwaite, Bob ..... KYWO, Sheridan
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PRODUCTS: Radio and TV receivers and phono. combinations.

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President .....Mrs. A. S. Andrew
Director of Sales Eng.....C. R. Cox
Production Mgr.....D. M. Smith
Chief Engineer.....J. S. Brown
Controller .....W. J. Mather

PRODUCTS: Coaxial transmission line FM-AM-TV, antennas FM broadcast, antenna phasing equipment and accessories, RF inductors (miscellaneous types), tower lighting equipment, indicating devices (misc.), monitoring equipment, relays, transformers, UHF equipment and accessories.

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Sales Manager .....Al Jacobs
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Advertising Mgr. .....A. T. Robinson
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Factory Superintendent.....W. M. Semple
Personnel Director.....F. H. Kuhlman

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PRODUCTS: Electronic reproducer and recording heads.

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PRODUCTS: Recording discs (audiodiscs), recording and playback points (audiopoints), audio tape.

Audio Masters Co.

23 W. 45th St., New York 19, N. Y.
Phone: PLaza 7-3224

President .....Herbert Rosen

PRODUCTS: Play-back machines, tape recorders.

Audio & Video Products Corporation

1650 Broadway, New York 19, N. Y.
Phone: PLaza 7-0780

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V. P. & Treas.....Thomas P. Robinson
Vice-President .....Fred M. Thrower
Vice-Pres. (Engrg.)....W. Oliver Summerlin
Vice-President (Sales)....Russell O. Hudson

PRODUCTS: Ampex magnetic tape recorders, Altec Lansing equipment, recording tape and accessories.

Automatic Manufacturing Corp.

65 Bouverneur St., Newark 4, N. J.
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PRODUCTS: Mica trimmer condensers, intermediate frequency coils, radio frequency coils, K-trans.

John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.
Phone: 4762

President .....John F. Beasley
Vice-President .....Sidney N. Beasley
Secretary-Treas. .....James H. Beasley

Sales and Engineering Offices in Dallas, Texas and Chicago, Illinois.

PRODUCTS: Steel erectors (radio towers and antennas.)

Bendix Radio Broadcast & Television Division (Bendix Aviation Corporation)

East Joppa Rd., Towson 4, Md.
Phone: Towson 2200

General Manager.....W. A. Mara
General Sales Mgr.....E. C. Bonia
TV Sales Manager.....J. O'Connor
Credit Manager.....H. F. B. Kerr
Chief Engineer.....F. R. Norton
Adv. & Sales Promotion Mgr...W. C. Lederer

Bendix Radio Communications Division

General Manager.....E. K. Foster
General Factory Manager.....E. F. Kolar
General Sales Manager.....J. W. Hammond
Dir. of Eng. & Research.....W. L. Webb
Chief Eng. Com. Products.....A. E. Abel
Chief Research Eng.....A. C. Omberg
Dir. of Ind. Relations.....M. M. Hughes
Traffic Manager.....George Peters

PRODUCTS: Aviation radio receivers, transmitters, radio compasses, electronic broadcast receivers and radio-phonograph combinations, TV receivers, headphones, microphones.

William Brand & Co.

276 Fourth Ave., New York 10, N. Y.
Phone: ORchard 4-6960

Partners.
William Brand, William Naumburg, Jr.
Sales Manager.....R. H. Robinson

PRODUCTS: Flexible Oil Varnished Electrical Insulating Tubing; Saturated Sleeving; Varnished Glass Tubing; Extruded Plastic Tubing; Mica Plate, Segments and Punched Products; Mica Condenser Films; Block Mica and Punched Forms; Varnished Cambric, Paper, Tapes; Electrical Insulation Composites; Wire Markers; Wire, Polyvinyl Insulated; Specializing in fine guages of solid and stranded conductor construction. Wire, Polyethelene Insulated for High Voltage and Transmission Use—both Jacketed and Un-Jacketed Types.

Brook Electronics, Inc.

34 DeHart Pl., (Box 491), Elizabeth 2, N. J.
Phone: ELizabeth 2-7600

President .....N. Dinion
Vice-Pres. & Chief Eng.....Lincoln Nash
Purchasing Agent.....Helen Anthony

PRODUCTS: High quality audio amplifiers.

Browning Laboratories, Inc.

750 Main St., Winchester, Mass.
Phone: WIncheter 6-2121

President .....G. H. Browning
Vice-President .....R. L. Purrington
Chief Engineer .....F. A. Spindell
Production Manager.....J. C. Sullivan
Head Test Dept.....H. L. Smith
Credit Manager.....C. W. Craven

PRODUCTS: FM tuners, FM-AM tuners; Frequency meters, cathode ray oscilloscopes, 60-cycle calibrators, regulated power supplies and square wave generators, super high frequency signal generators, frequency calibrators, capacitance relays, electronic capacitance alarm systems.

William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 4, Calif.
Phone: Talbot 4943

Owner-Chief Eng.....William W. L. Burnett

PRODUCTS: Piezo-electric crystals, crystal holders, constant temperature controlled ovens, frequency measuring equipment, laboratory equipment, conducting regular radio laboratory measurements, offering a completed frequency measuring service, from 10 kc to 500 mcs covering both AM and FM measurements. All stations must be within receiving distance of the laboratory. Special laboratory equipment developed and tested.

Chicago Telephone Supply Corp.

1142 W. Beardsley Ave., Elkhart, Ind.
Phone: 3-0310

President .....J. G. Best
V. P. & Gen. Sales Mgr.....W. A. Nicely
V. P. & Gen. Mgr.....B. S. Turner
Chief Engineer.....W. H. Budd
Credit Manager .....M. F. Schneck
Purchasing Agent .....F. A. Bundy
General Superintendent.....G. M. Cooper
Industrial Relations Mgr.....A. M. Daily
Export Manager .....W. A. Nicely
Traffic Manager .....R. I. Corner

PRODUCTS: Composition variable resistors, wirewound variable resistors, associated switches.

Clarostat Mfg. Co., Inc.

Dover, N. H.

President .....Victor Mucher
Sales Mgr. Distributors Div. .....Fran Chamberlain
Secretary .....Charles H. Burnell
V. P.-Chief Engineer.....George Mucher
V. P. Chg. Sales.....I. J. Youngblood

PRODUCTS: Fixed and variable power resistors, power rheostats, power resistor decade boxes, wire wound potentiometers, "T" "L" cism pads, 25 and 10 watt attentuators, special resistor products, and composition potentiometers.

Capehart-Farnsworth Corp.

3702 E. Pontiac St., Fort Wayne 1, Ind.
Phone: ANthony 5301

President .....Ellery W. Stone
Exec. V. P.....David R. Hull
Ass't. to Pres.....Edwin A. Nicholas
V. P. (Research).....Philo T. Farnsworth
V. P. (Mfg.).....William Clausen
V. P.....Henry C. Roemer
Comptroller .....W. F. Hoeppner
Treasurer .....Paul H. Hartman
Secy. & Asst. Treas.....Chester H. Wiggin
Asst. Comptroller.....Roy H. Workman
Asst. Treasurer.....John J. Brosnan
Asst. Treasurer.....Edmond H. Dufau
Asst. Secretary.....C. Douglas Webb
Asst. Secretary.....Dudley M. Day
Chief Engineer, Electronics Apparatus Div.....J. C. Ferguson
Chief Engineer, Radio-Television Dept.....Maurice Alexander
Sales Manager.....C. R. Ward
Sales Promotion Mgr.....Jack L. Hobby
Advertising Manager.....Stanley Morrow
Merchandise Mgr.....I. C. Hunter
Mgr. Mobile Communications Division .....John A. Curtis
Dir. of Purchases.....E. S. Needler
Credit Manager.....Arthur E. Sibley

PRODUCTS: Capehart TV receivers, AM-FM radiophonographs, cathode ray tubes, record changers, industrial TV systems (Utiliscope), TV transmitting equipment, TV studio equipment, TV telemetering equipment, FM transmitters, railroad communications equipment, railroad music and radio program distributing systems.

Collins Radio Co.

855—35th St., N. E., Cedar Rapids, Ia.
Phone: 3-0281

President .....Arthur A. Collins
Executive V. P. (New York)..W. J. Barkley
Vice-Pres.-Gen. Mgr.....R S. Cates
V. P. Chg. Engr. & Mfg.....L. M. Craft
Secretary-Treasurer .....S. J. Storm

PRODUCTS: Standard and FM broadcast station transmitters, speech equipment and accessories, Radio communication ground station and airborne transmitters and receivers for Government, commercial airlines and other industrial users. Radio amateur transmitters, receivers and accessories.

Colonial Radio Corp.

A Wholly-Owned Subsidiary of

Sylvania Electric Products, Inc.

254 Rano St., Buffalo 7, N. Y.
Phone: VI. 2450

President .....E. E. Lewis
Executive V. P.....J. H. Quick
V. P. & Treasurer.....H. E. Riordon
V. P. of Operations.....G. A. Godwin
V. P. of Engineering.....R. MacLatchie
V. P. Planning & Procurement .....H. J. Kenworthy
Controller .....M. B. Chesney
Comptroller .....M. B. Chesney
Director of Sales.....J. K. McDonough
Service Manager.....R. K. Pew
Director of Industrial Relations .....H. S. Hagen

PRODUCTS: 1. Sylvania TV receivers including table models, console models, and radio-phono combination models. 2. Automobile receivers for automotive manufacturers and contract accounts. 3. Radio receivers for contract accounts.

Columbia Records, Inc.

1473 Barnum Ave., Bridgeport 8, Conn.
Phone: Bridgeport 6-0181

President .....Edward Wallerstein
V. P. in Chg. of Sales.....Paul E. Southard
V. P. in Chg. of Mfg. and Egineering J. H. Hunter
Dir. of Research.....William Bachman
Treasurer .....William Wilkins
Dir. of Purchases....Robert P. Robinson, Jr.
Advertising Mgr.....Albert Earl
Export Mgr.....Ralph Alarcon
Ind. Rel. Mgr.....K. Raine
Service Mgr.....William Madeburg
Traffic Manager.....Lou Morrison

PRODUCTS: Phonograph Records, Phonograph Needles and Electrical Transcriptions, Long Playing Microgroove Records.

Continental Electric Co.

715 Hamilton St., Geneva, Ill.
Phone: GEneva 4140

President & Treasurer....Milton Ritzenberg
Vice-Pres.-Production.....V. A. Carpenter
Secretary & Asst. Treas...J. E. DeVleshower
Chief Engineer.....J. H. Cone
Sales Engineer.....J. S. Kirk
Sales Manager.....E. C. Hanson

PRODUCTS: Phototubes, rectifier tubes, thyratrons and special electronic tubes.

Continental Electronics Mfg. Co.

1728 Wood St., Dallas 1, Texas
Phone: RIverside 3611

President .....James O. Weldon

Vice-President .....Lester H. Carr
Secretary .....Dorothy F. Weldon

PRODUCTS: Antenna phasing equipment, radio frequency components for standard broadcast stations, custom building of radio transmitting equipment.

Corning Glass Works

Corning, New York
Phone: Corning 372

President .....W. C. Decker
Mgr. Electrical Prod. Div.....John L. Ward
Mgr. Technical
Prod. Div.....Russell Brittingham

PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other eectronic purposes, tubing and special sealing glasses, pyrex brand radio, insulators and bushings, resistor tubes, metallized glassware, including timmer capacitors, resistors, etc.

Cornish Wire Co., Inc.

15 Park Row, New York 7, N. Y.
Phone: BArclay 7-5140

President .....John Cook
Vice-Pres. & Gen.
Sales Mgr.....W. F. Osler, Jr.
Treasurer .....J. C. Stagg
Secretary .....J. E. Hoffman
Sales Mgr. (Electric Wire
Products Div.).....J. B. Baxter

PRODUCTS: Radio and TV wire products including electronic and intercommunicating wires and cables, electric wire products including lamp cords, fixture wire, rubber jacketed cords and cord sets.

Crosley Division-AVCO Mfg. Corp.

1329 Arlington St., Cincinnati 25, O.
Phone: KIrby 6600

Vice-Pres. & Gen. Mgr.....John W. Craig
Vice. Pres. & Gen. Sales Mgr...Wm. A. Blees
Gen. Works Mgr.....Clarence Felix
Controller .....Harold B. Newell
Director of Engineering &
Research .....Lewis M. Clement
Director of Purchases....Frank W. Warner
Director of Industrial
Relations .....Paul W. Deubery
Asst. Gen. Sales Mgr.-In
Charge of Adv.....V. C. Havens
Mgr. Radio & TV Section.....L. E. Septer
Credit Manager.....John J. Hope, Jr.
Director of Exports.....Douglas C. Lynch
Service Dept. Mgr.....Harold A. Newell
Traffic Dept. Mgr.....Frank C. Partlan
President, Crosley Broadcasting
(Subsidiary) .....Robert E. Dunville

PRODUCTS: Receivers: battery, table, portable AC-DC; radio, AM midget, AM table with phonograph, AM-FM console with phonograph, AM-FM table, AM console with phonograph, TV, table, console, FM table, FM console, AM-FM console with phonograph record players. TV tuning units.

Doolittle Radio Inc.

7421 S. Loomis Blvd., Chicago 36, Ill.
Phone: RAdcliffe 3-4100

President .....E. M. Doolittle
Genl. Manager.....M. E. Montgomery

PRODUCTS: Complete line of equipment for two way FM communications service including central stations up to and including 250 watts, and mobile equipment of 30 and 60 watts in 30-40 mc range, and 30 watts in 150-160 mc range. Doolittle FD-12 frequency & modulation monitor, four channels any frequencies between 25 and 170 mc. Doolittle PJZ-1A and PJZ-11 "littlefone" equipment, nine pounds of power providing complete two way communication between 25 and 50 mc, and 150 to 160 mc, with squelch, wet battery re-chargable operation.

Hugh H. Eby, Inc.

4700 Stenton Ave., Philadelphia 44, Pa.
Phone: DAvenport 4-7000

President .....James L. Hawley
Gen. Mgr.....George H. Rich
Engineer .....E. Ritter
Credit Mgr.....Wm. T. Lodwig
Secretary .....T. J. Mullaney
Sales Mgr. .....W. J. Sharp
Purchasing .....Robert E. Weber

PRODUCTS: Adaptors, jacks, knobs, plugs, male and female connectors, binding posts, octal sockets, miniature sockets (seven and nine pin), terminal strips, terminal boards, special assemblies (both mechanical and electrical), true shields, metal stampings.

Allen B. Du Mont Laboratories ,Inc.

Bloomfield Ave. & Shafto St., Clifton, N. J.
Phone: SHerwood 2-7400

President .....Allen B. Du Mont
Vice-President .....Leonard F. Cramer
Director of Research..Thomas T. Goldsmith
Asst. to Pres.....Stanley F. Patten
Mgr., Mfg. Divisions except
TV Receiver.....C. Edwin Williams
Controller .....B. L. Graham
Credit Manager.....M. Morgan
Director of Personnel.....Harry Housten
General Supt.....Bruce T. Du Mont

TV Receiver Manufacturing Div.
Market St., East Paterson, N. J.

Manager .....Ricardo Muniz
Manufacturing Mgr.....Morris Spector
Chief Engineer.....Irving E. Lempert
Purchasing Agent.....William Paton

TV Receiver Sales Div.
Market St., East Paterson, N. J.

Manager .....Ernest A. Marx
Sales Manager.....Walter L. Stickel
Adv. & Sales
Promotion .....Henry R. Geyelin, Jr.
Service Manager.....E. W. Merriam

Electronic Parts Div.
Market St., East Paterson, N. J.
Manager .....Paul Ware
Sales Manager .....Harry Van Rensselaer
Chief Engineer.....Harvey Mensch
Manufacturing Mgr.....Charles Seelig

TV Transmitter Div.
1000 Main Ave., Clifton, N. J.
Manager .....Herbert E. Taylor
Sales Manager.....James Tharp
Chief Engineer.....Gordon Gregory
Manufacturing Mgr....Chester E. Greenwood
Purchasing Agent.....Lawrence A. Fuller

Electronic Instrument Div.
1000 Main Ave., Clifton, N. J.
Manager .....Rudolf Feldt
Sales Manager.....G. Robert Mezger
Chief Engineer.....P. Samuel Christaldi
Manufacturing Mgr.....Robert Svozil
Purchasing Agent.....William Phillips

Cathode-Ray Div.
Blomfield Ave. & Shafto St., Clifton, N. J.
Manager .....Irving G. Rosenberg
Sales Manager .....Fred Timmons
Chief Engineer.....A. Y. Bentley
Manufacturing Mgr. .....Frank Beldowski

TV Broadcasting Div.
515 Madison Ave., New York, N. Y.
Phone: MUrray Hill 8-2600
Director .....Mortimer W. Loewi
Manager, Sales and
Research .....Julian Armstrong
Mgr. Network Operations.....C. J. Witting
Sales Manager.....Thomas Gallery
Chief Eng., Network.....R. Chipp
Mgr., WTTG, Wash., D.C...Walter Compton
Mgr., WDTV, Pittsburgh.....Donald Stewart
Public Relations & Publicity.....G. Lyons
Adv. & Sales Promotion....Arthur Schoffield

Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 39, Calif.
Phone: NO. 2-2168
President .....Wm. H. Burgess
Asst. to the Pres.....Wm. F. Edwards

PRODUCTS: Ranger aircraft radio equipment; transmitters, receivers, and interphone, the transmeter, the electronic inverter which changes AC to DC for electric shavers. TV service division, install and service television receivers.

Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.
Phone: Chestnut Hill 7-6800
Pres. .....Edward D. Gray
V.P.-Chief Engineer.....Henry S. Bamford
Credit Mgr.....C. John Seez
Purchasing Agent.....M. N. Robins

PRODUCTS: Cathode Ray Receiving, Multi-Gun and Special Purpose Cathode Ray Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators; Electronic Engineering and Development.

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.
Phone: CHelsea 2-1800
President .....Benjamin Abrams
Exec. Vice-Pres.....Dorman D. Israel
Treas. .....Max Abrams
Vice-Pres. Sales .....Charles Robbins
Vice-Pres. Purchasing .....Harvey Tullo
Vice-Pres., Works Mgr.....E. J. Kelly
Controller .....A. Rosen
Dir. of Engineering.....D. D. Israel
Sales Mgr. TV Dept.....Stanley M. Abrams
Export Mgr.....Joseph Kattan
Sales Promotion Mgr.....H. R. F. Dietz
Personnel Mgr.....P. R. Certo
Service & Brts. Mgr.....George Cohen

PRODUCTS: Radio Receivers: Battery—Console, Table, Portable, Portable AC-DC; Electric — AM Compact, AM Table, AM Portable, AM Console, FM Console; FM Table; Television—Table models and Consoles; Combinations — Radio-phonograph; Record Players.

Espey Manufacturing Co., Inc.

528 E. 72 St., New York 21, N. Y.
Phone: TRafalgar 9-7000
President .....Nathan Pinsley
V. P. & Sales Mgr.....W. Walter Jablon
V. . & Gen. Mgr.....Sol Pinsley
V. P. & Industrial Sales.....John Benedikt
V. P. & Chief Eng.....Sam L. Sack
Credit Mgr. .....Max Goldberg
Export Mgr. .....J. E. Chorlian

PRODUCTS: AM-FM chassis, AM-FM tuners, high fidelity amplifiers, power supplies, AM-FM front end tuners, 3" TV kits.

Fairchild Recording Equipment Corp.

154 St. & 7 Ave., Whitestone, N. Y.
Phone: INdependence 3-2100
President .....Fred R. Driessen
Vice-Pres. & Gen. Mgr...Wentworth D. Fling
Secretary-Treasurer .....John B. Wolff, Jr.
Adv. & Sales Mgr.....Jay H. Quinn

PRODUCTS: Sound recorders (disk), magnetic tape recorders, transcription tables, magnetic cutterheads, dynamic pickups, recording equalizers, pickup eqaulizers, unitized amplifier systems and audio systems.

Federal Telephone and Radio Corp.

100 Kingsland Rd., Clifton, N. J.
Phone: NUtley 2-3600
Gen. Sales Mgr.....Raymond S. Perry

PRODUCTS: For AM—Complete broadcast systems: transmitters, transmitting and rectifying tubes, pulse-time-modulation relay systems, cables, field intensity meters, con-

soles, microphones and associated speech input and transmitter control equipment. For FM—Complete broadcast systems: transmitters, transmitting tubes, field intensity meters, cables, consoles, microphones and associated speech input and transmitter control equipment, square loop transmitting antennas, studio-transmitter-links, microwave relay systems, transmitter monitors, dummy antennas. For TV-Transmitters and complete broadcast equipment, microwave relay systems, transmitter monitors, high-gain antennas.

Finch Telecommunications, Inc.

4th & Virginia St., Passaic, N. J.
Phone: Passaic 2-3440

President .....W. G. H. Finch
Asst. to Pres.....J. G. Crost
Chief Egineer.....W. G. H. Finch
Purchasing Agent.....Frank R. Brick, Jr.

PRODUCTS: Facsimile Receivers, Transmitters and Duplicators; Radio Broadcast Facsimile Transmitter Consoles and Radio Sound and Facsimile Receivers; FM Transmitter Antennas.

A. W. Franklin Mfgr. Corp.

43-20 34th St., Long Island City 1, N. Y.
Phone: STillwell 4-1160

President .....Albert W. Franklin
Vice-President—Sales.....N. H. Lawton
Plant Manager.....Henry Randall
Credit Manager.....Fred Weller
Purchasing Agent.....S. Yurman

PRODUCTS: Sockets, plugs, switches, terminal strips, plastic and metal fabrications and assemblies, locking rings, metal stampings, plastic molded products, air-loops.

Freed Radio Corp.

200 Hudson St., New York 13, N. Y.
Phone: WAlker 5-8765

President .....Arthur Freed
Dir. of Res. & Devel.....Joshua Sieger
Dir. of Physics.....Adolph H. Rosenthal
Purchasing Agent.....Sam Abramson
Manufacturing Supt. .....Howard Boden

PRODUCTS: TV consoles, radio-TV consoles, radio-TV-phonographs, AM-FM radio phonographs, AM-FM radios.

Garod Electronics Corp.

70 Washington St., Brooklyn 1, N. Y.
Phone: MAin 4-6044

President .....Leonard Ashbach
V.P. & Gen. Mgr.....Louis Silver
Vice-President .....Maurice Raphael
Secretary .....Barnett S. Trott
Advertising Mgr.....Joseph G. DeVico
Export Manager.....Ernest Nigaglioni
Purchasing Agent.....Sol Predeger
Chief Engineer.....Frank Dieli

PRODUCTS: TV receivers; TV-radio receivers; TV-radio-phonograph combinations; radio receivers; radio-phonograph combinations.

Gates Radio Co.

123 Hampshire St., Quincy, Ill.
Phone: 522-523

President .....P. S. Gates
Executive V-Pres.....L. I. McEwen
Vice-Pres. Research and
Sales Coordination.....F. O. Grimwood
Executive Secretary .....A. S. Petzoldt
Chief Engineer.....F. W. Wentura
Production Manager.....A. D. Myers
Credit Manager.....L. H. Sieleman
Purchasing Agent.....J. P. Bowers

PRODUCTS: Transmitters: AM broadcast, FM broadcast, communications, short wave. Speech Input: Consoles, remote amplifiers, program amplifiers, monitoring amplifiers, preamplifiers, recording equipment, custom built studio systems, AM frequency and modulation monitors.

General Electronics Inc.

101 Hazel St., Paterson, N. J.
Phone: SH. 2-5271

Treasurer .....D. E. Replogle
Vice-President .....A. C. Moeller
Sales Mgr. .....C. G. Hampson
Chief. Eng. .....D. E. Replogle
Dev. Eng. .....R. Shima

PRODUCTS: Cathode ray tubes, 10″ 12½″ 16″ glass.

General Electric Electronics Department

Electronics Park, Syracuse 1, N. Y.
Phone: 6-4411

Vice-Pres. & Gen. Mgr...Dr. W. R. G. Baker
Comptroller .....E. L. Hulse
Mgr. of Engineering.....I. J. Kaar
Mgr. of Marketing.....E. H. Vogel
Gen. Sales Mgr.....A. A. Brandt
Adv. Manager.....L. E. Pettit
Mgr., Receiver Div..... Willard H. Sahloff
Mgr. Com'l. Equipment Div...G. F. Metcalf
Mgr., Tube Div.....J. M. Lang
Mgr., Government Div.....V. M. Lucas

PRODUCTS: Radio and TV receivers, radio and TV transmitters, receiving, transmitting and industrial tubes, components, two-way communications equipment, electronic specialty items.

The General Industries Co.

Olive & Taylor Sts., Elyria, Ohio
Phone: 2235

President .....A. W. Fritzsche
Treas. & Credit Mgr.....C. F. Russert
V.P., Sales Mgr. of Motor Div....H. E. Moon
Sales Mgr. of Plastics Div....Steve Hiltebrant
Chief Engr.Motor Div.....Howard Shumaker

Chief Engr.Plastics Div.....Russell Smith
Purchasing Agent.....Clete Heindrich
PRODUCTS: Electric Phonograph Motors, Disc Recording Assemblies, Combination Record Changer, Recorders, Tape Disc Recorders, Custom Molders of all products in Injection and Compression Materials.

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.
Phone: Elizabeth 3-4400
Chairman of Board.....C. Russell Feldmann
Pres. & Treas.....R. E. Laux
V. P. in Chg. of Sales.....Don J. Phelps
Sales Manager.....G. P. Marron
Chief Engineer.....B. N. Fisher
Credit Manager.....W. J. Kane
Dir. of Purchases.....C. B. L. Townley
Export Mgrs.....Ad. Auriema, Inc.
PRODUCTS: Variable condensers, push button devices, record changers, loud speakers, TV front end tuners.

General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.
Phone: Victory 2-0707
President .....Morris Perlman
Chief Engineer.....Albert Krivo
Purchasing Agent.....Ernest Neustadter
Sales Mgr.....L. Tenenberg
PRODUCTS: Sockets, Terminal Board Assemblies, Laminated Phenolic Parts, Battery Connectors, Coil Forms, Resistor Board Assemblies, multiple and single Male and Female Pin Plug Assemblies.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 6-4400
Chairman of Board.....H. B. Richmond
President .....E. H. Locke
Vice-Pres. for Sales.....A. E. Thiessen
Vice-Pres. for Mfg.....C. C. Carey
Secretary-Treasurer .....F. L. Tucker
Export Mgr. .....C. E. Hills, Jr.
Chief Engineer .....M. Eastham
Publicity Mgr. .....C. E. Worthen
Service Mgr. ..... H. H. Dawes
PRODUCTS: Precision radio and electronic laboratory and testing instruments, FCC approved standard broadcast AM frequency and modulation monitors; FM and TV monitoring equipment; Variacs, Strobotacs.

The Hallicrafters Co.

4401 W. Fifth Ave., Chicago 24, Ill.
Phone: Van Buren 6-6300
President .....Wm. J. Halligan
Exec. Vice-Pres.....R. W. Durst
Genl. Sales Mgr.....R. J. Sherwood
Chief TV Engineer.....C. E. Honeywell
Asst. Sales Mgr.....M. D. Kelly
Distribution Mgr.....O. H. Helmer
Advertising Mgr.....Chas. J. Nesbitt
General Svc. Mgr.....E. L. Croxen
Credit Manager.....Cal A. Shera
Production Manager.....H. Hartley
PRODUCTS: TV Receivers, Short-Wave "Ham" Xmtrs. and Receivers, Portable Radios, FM/AM Radios.

The Hammarlund Mfg. Co., Inc.

460 W. 34 St., New York 1, N. Y.
Phone: LOngacre 5-1300
President.....Lloyd A. Hammarlund
Treasurer .....Joseph Lush
Secretary & Comptroller.....E. A. Wittmer
Chief. Engineer.....Walter Keith
PRODUCTS: Communications, receivers, variable condensers, chokes, wave-guide plumbing, sockets.

Hartenstine-Zane Co., Inc.

225 Broadway, New York 7, N. Y.
Phone: BA 7-8390-1
Gen. Mgr. & Sec.....Chas. J. Hartenstine
Asst. Sec. .....M. A. Hartenstine
PRODUCTS: Specialize in the design of tower foundations; erecting, lighting and painting radio towers; installing ground system for AM broadcasting and all types of antennae and accessories for FM & TV stations; maintenance of radio towers, obstruction lighting equipment and FM & TV antennae.

Harvey Radio Laboratories, Inc.

447 Concord Ave., Cambridge 38, Mass.
Phone: TRowbridge 6-2800
President .....Frank Lyman, Jr.
Dir. Contract Adm....Norman W. Bertelsen
Sales Engineer.....E. J. Vogel
Clerk of Corp.....R. W. Martin
Chief Engineer.....B. J. Cosman
Purchasing Agent.....Frank C. Waterhouse
Comptroller .....Gordon C. Genthner
Production Mgr. .....E. Douglas Papkee
Personnel Director.....Mary Rizzitano
PRODUCTS: High fidelity FM broadcast transmitting and studio equipment, short wave telephone and telegraph transmitters, high fidelity FM broadcast receivers, regulated power supplies, I-F strips, visual alignment signal generators, galvascopes and associated radio and electronic equipment, two-way emergency communications equipment.

Haydu Brothers

P. O. Box 1226, Plainfield, N. J.
Phone: PLainfield 6-0876
President .....George K. Haydu
Chief Engineer .....Zoltan Haydu
Sales Manager.....Alexander Fleischman
PRODUCTS: Electron guns for TV tubes, TV tubes, components for all types of vacuum tubes including receiving, sending,

TV, radio, X-Ray, incandescent and special purpose tubes, equipment for the manufacture of such tubes, equipment for the manufacture of Neon signs, cold cathode lamps and various special purpose lamp machinery.

Hazeltine Electronics Corp.

58-25 Little Neck Pkway, Little Neck, L. I. N. Y.
Phone: FLushing 7-8700

President .....W. A. MacDonald
Executive Vice-Pres.....J. B. Dow
Vice- Pres. in Charge of Sales .....F. Robinson
Vice-Pres. in Charge of Research .....A. V. Loughren
Vice-Pres. in Charge of Engineering .....O. M. Dunning
Vice-Pres. in Charge of Manufacture.....J. Willenbecher
Dir. of Procu ement.....M. E. Bahr

PRODUCTS: Military types of radio and radar equipment. Air and marine electronic navigational equipment. Radio, radar and TV test equipment for laboratory and production testing.

Hytron Radio & Electronics Corp.

P. O. Box 390, 76 Lafayette St., Salem, Mass.
Phone: Salem 2260

President.....Bruce A. Coffin
Vice-Pres. .....Edgar M. Batchelder
Chairman of Board-Treas....Lloyd H. Coffin
Vice-Pres. & Sales Mgr.....John Q. Adams
V. P. Chg. of Engineering..C. F. Stromeyer
Credit Manager.....M. S. Jones
Purchasing Agent.....Edward R. Carroll
Industrial Relations Mgr.....A. S. Nelson
Export Mgr. .....W. L. Urquhart
Advertising Manager.....Harry G. Burnett

PRODUCTS: Receiving and electronic tubes; special purpose tubes, ultra violet sun lamps, ballast, voltage regulators.

The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago 2, Ill.
Phone: FRAnklin 2-1114

President.....A. D. Plamondon, Jr.
V. P. & Gen. Mgr.....R. F. Smith
V. P. & Sales Mgr.....F. A. Hayden
Adv. Mgr.....I. A. Dickey

PRODUCTS: Permanent Magnets, Ion Traps, Permanent Magnet Focus Coils, Magnetrons, Magnet Assemblies, Magnetic Ferrites, Hyflux Magnetic Recording Tape, Magnetic Tape Recording and Reproducing Heads.

Insuline Corp. of America

3602—35th Ave., Long Island City 1, N. Y.
Phone: AStoria 8-3738

President .....S. J. Spector
Secretary-Treasurer.....A. S. Spector
General Sales Mgr.....B. L. Cahn
Advertising Mgr.....A. S. Chambers
Supt. .....F. Henneke
Industrial Sales Mgr.....I. Romm
Chief Engineer.....F. Lester
Purchasing Agent.....H. Weston
Production Chief .....H. White

PRODUCTS: Adapters, Phone Pick-up; Aligning Tools; Amplifier Chassis; Angles and Brackets Antenna, Auto Radio; Antenna Connectors; Antenna Kits; Antennas, Home Mast; Antennas, FM & Television; Auto Radio Noise, Suppressors; Bases, Steel; Beads, Cable; Binding Posts; Binding Post Heads; Bushings, Insulated; Cabinets, Metal; Cabinets, Speaker; Cable Clamps; Chassis Base; Chassis, Bottom Plate; Chokes; Chrome Trim; Clips, Alligator; Clip, Brass Spring; Code Set, Triplex; Coils, Coil Forms; Condensers; Cords, Double Phone; Cords, Resistor; Couplers, Flexible; Cushions, Ear; Cutters, Replacement; Cutting Tools; Dial Markers; Dial Plates; Displays; Drill, Replacement; Eyelets; Equalizing Condensers; FM Antennas; Fuse Mountings; Fuse Retainers; Grid Caps; Grid Cap Shield; Grommets, Rubber; Hardware, Radio; Headphones; Insulators; Jacks; Jacks, Microphone; Jacks, Shielded; Jacks, Tip; Jacks, Transmitting; Jars, Glass; Knobs; Lugs, Soldering; Lugs, Spade; Lugs, Terminal; Meter Cabinets; Morse Code Records; Mountings, Fuse; Name Plates; Neutralizing Tools; Noise Eliminators; Nuts; Oscillators; Panels, Aluminum, Bakelite, Masonite, Metal, Meter, Racks; Panel Bearings; Phone Cords; Phones, Ear; Phone Plugs; Phone Tips; Plates, Bottom; Plugs; Punches; Racks, Brackets, Chassis; Radio Panels; Record Player Switch; Reducers; Resistor Cords; Riveting Punch Set; Rivets, Rods; Screw Drivers, Insulated; Screws; Shearing Punch; Shields; Shields, Grid Cap; Sockets; Soldering Irons; Soldering Iron Elements; Spaghetti, Flexible; Spacers, Bushings; Spade Lugs; Speaker Cabinets; Steel Cabinets; Strips, Terminal; Suppressors, Auto Radio; Switches; Television, Accessories; Antennas, Tools; Terminal Lugs; Terminal Strips; Test Leads; Test Lead Wire; Test Prods; Test Tools; Tools; Tools, Neutralizing; Trans. Coil Mountings; Transmitting Tube Caps; Tube Shields; Tubing; Washers; Window Pole Antenna; Wire, Test Lead; Wrenches, Wrench Sets.

Jackson Electrical Instrument Co.

18 S. Patterson Blvd., Dayton 1, O.
Phone: HEmlock 4076

President .....Paul F. Jackson
Vice-President.....Robert C. Apple
Sales Manager .....Myron Fulkerson
Production Mgr.....William Hagstrum

PRODUCTS: Oscillograph, TV generator, tube testers, VTVM, test oscillators, FM generators, condenser testers, audio oscillator.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
Phone: MAnsfield 6-7161

President .....J. M. Brennan
V. P. & Sales Mgr.....J. R. Ford
V. P., Engineer.....L. Maurer
Executive Engineer.....J. Caldwell, Jr.
Credit Manager.....Victor E. Lee
Export Manager.....M. J. Schmitt
Director of Purchases....Edward J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, television deflecting yokes, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: POrtsmouth 7-7600

President .....Thomas A. White
Purchasing Agent .....George H. Turner
Advertising Manager.....Bayard H. Clark
Comptroller .....John W. Henderson
Export Manager .....J. G. Corrigan

PRODUCTS: Loudspeakers, reproducers, projectors, cabinets, transformers.

JFD Manufacturing Co., Inc.

6101-6123 16th Ave., Brooklyn 4, N. Y.
Phone: BEnsonhurst 6-9200

President .....Julius Finkel
Vice-President.....Albert Finkel
Secretary-Treas. .....Edward Finkel

PRODUCTS: TV antennas, FM antennas, TV antenna brackets and accessories, insulators, TV booster, wire, masts, glare filters, wire strippers, key hex wrenches, plugs, male, female, AC-DC continental and domestic test leads, test prods., phono needles, grille cloth, dial pointers, steel rule and wire gauge, line cords, resistance cords, AC service cords, "Sockette" radio tube adapters, exact duplicate ballast tubes, phosphor bronze dial cable, battery adapter harnesses, adjustable ballast tubes, resistance cord adapters, phono adapter switches, microphone connectors, midget jacks and plugs, toggle switches, auto condensers, speaker cement, antenna loops, auto antenna, battery plugs, tube shields, radio wire, suppressors, dial belts, dial cord.

Johns-Manville

22 E. 40th St., New York 16, N. Y.
Phone: LExington 2-7600

Commodity Mgr.....P. J. Washburn
(Acoustical Materials)

PRODUCTS: Sound control materials for broadcasting and recording studios.

Kerrigan-Lewis Mfg. Co.

4421 W. Rice St., Chicago 51, Ill.
Phone: SPaulding 2-7208

President.....Vincent M. Kerrigan
Vice-Pres.-Treasurer .....Charles F. Lewis

PRODUCTS: Magnet and Litzendraht Wire, Mechanical Engraving.

King Laboratories, Inc.

127 Solar St., Syracuse 4, N. Y.
Phone: 2-5209

President .....Aden J. King
Vice-President.....F. M. Michaelian
Treas. & Gen. Mgr.....W. R. MacLeod
Secretary .....Barbara H. Sisson

PRODUCTS: Special alloys, chemicals and metals, radio tube parts, metal punchings and stampings, barex getters.

Langevin Manufacturing Corp.

37 W. 65 St., New York 23, N. Y.
Phone: ENdicott 2-7200

Chairman of Board.....Carl C. Langevin
President .....Donald S. Morgan
Vice-President .....J. Martinez
Chief Engineer .....Clyde E. Hallmark
Asst. Treasurer.....Andrew J. Prins

PRODUCTS: Audio amplifiers, power supplier, audio and power transformers, accessories for public address and broadcast systems.

Lehigh Structural Steel Co.

17 Battery Place, New York 4, N. Y.
Phone: WHitehall 4-1424

Sales Mgr., Radio Div.....J. F. Neary

PRODUCTS: Towers for TV-AM-FM Vertical Radiators Relay Towers.

Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.
Phone: STamford 4-5781

President.....R. R. Machlett
Vice-Pres. of Sales.....W. E. Stevenson
Treasurer .....J. A. Lambert
Vice-President .....H. J. Hoffman
Mgr. Engineer.....T. H. Rogers
Adv. Mgr.....R. N. Kellogg, Jr.
Industrial Rel. Mg.r....R. Gordon Hamblén
Export Mgr.....A. J. Foster

PRODUCTS: X-ray tubes for all medical, industrial and special purposes, Valve Tubes, Radio Transmitting Tubes, Communication Tubes, R.F. Heating Tubes.

The Magnavox Co.

2131 Bueter Rd., Fort Wayne 4, Ind.
Phone: ANthony 5471

President .....Richard A. O'Connor
Ex. Vice-Pres.....Frank M. Freimann
Comptroller.....John S. Sturgeon
Radio-Phonograph & TV
Factory Mgr. .....Harold M. Detrick
Factory Mgr. Speaker
Div. .....L. E. Quinnell
Chief Eng., Radio-Phonograph & TV Div.....Anthony Wright

Asst. Sales Mgr. & Merchandise Mgr. .....Stewart Roberts
Advertising Mgr.....Lauren K. Hagaman
Sales Mgr., Illustravox Div...David S. Carto
Sales Mgr., Components Div. .....Stanley S. Sondles

PRODUCTS: Receivers, combinations, radio-phonograph, radio-phonograph modulation-table, console, FM-AM console, TV console, speakers, capacitors, solenoids, sound slide film equipment.

Measurements Corp.

116 Monroe St., Boonton, N. J.
Phone: BOonton 8-2131

President-Gen. Mgr.....H. W. Houck
Chief Engineer.....Jerry B. Minter
Sales Mgr. .....Nelson C. Doland, Jr.
Credit Mgr. .....Robert Meyer
Advertising Mgr. .....Edgar M. Weed

PRODUCTS: Standard signal generators, pulse generators, square wave generators, UHF radio noise & field strength meters, vacuum tube voltmeters, peak voltmeters, megohm meters, megacycle meters, R.F. attenuators, inductance bridges, capacitance bridges, phase sequence indicators, moisture meters, TV transmission and receiving test equipment, special test equipment, fixed capacitors and resistors, variable condensers.

John Meek Industries, Inc.

Liberty at Pennsylvania, Plymouth, Ind.
Phone: 33

Controller .....Russell G. Eggo
Chief Engineer .....J. L. Jones
Purchasing Agent .....W. W. Frebel
Merchandising Mgr. .....H. R. McKee
Plant Manager .....Chas. E. Palmer

PRODUCTS: Battery, table, personal, portable, portable AC-DC; electric AM midget, AM table, AM console, AM portabe, AC-DC AM table with phonograph, AM console with phonograph, AM-FM table, AM-FM console, AM-FM table with phonograph, AM-FM console with phonograph; TV, table, console, AM table, FM table, AM-FM table, AM console, AM-FM console, AM console with phonograph, AM-FM console with phonograph.

Meissner Manufacturing Division Maguire Industries Inc.

Belmont & Seventh St., Mt. Carmel, Ill.
Phone: 733

President .....Russell Maguire
Sales Manager .....G. E. Phelps
Adv. Agency.....Bartz Adv. Agency
General Manager.....Fred Lester
Chief Engineer .....W. J. Harrison
Division Accountant.....H. V. Wallar
Purchasing Agent.....C. Schrader

PRODUCTS: AM & FM radio receivers, radio-phonograph combinations, radio amateur equipment, radio coils for replacement, radio coils for equipment, radio servicemen's test equipment, TV chassis, TV components and complete TV receivers.

Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.
Phone: SPring 7-7670-1

President .....Dr. S. R. Birne
Sec.-Gen. Mgr. .....J. M. Kuhlik, Sc.D.
Chief Eng. .....I. W. Kuhlik
Purchasing Agent.....J. V. Conniff
Treasurer .....H. B. Kuhlik
Advertising Mgr. .....B. Burns
Dir. of Pub. Rel.....George Ruskin

PRODUCTS: Filmgraph sound-on-film recorders and reproducers, continuous recorders and reproducers, tape recorders and reproducers, automatic recorders and reproducers, permanent recorders and reproducers, reference recorders, conference recorders, telephone recorders, interview recorders, telemike, induction units for listening to or recording two-way telephone conversations, battery operated recorders, portfolio type recorders.

James Millen Mfg. Co., Inc.

150 Exchange St., Malden 48, Mass.
Phone: Malden 4-4108-9

President .....James Millen
Sales Mgr.....E. E. Williams
Credit Manager.....Frances Bearse
Purchasing Agent.....George E. Pike
Export Manager.....Carl Lohman Janik
Chief Engineer.....Wade Caywood

PRODUCTS: Receivers: Amateur, Aviation, Marine, Police, Emergency Services. Transmitters: Relay, Fixed Station, Marine, Aviation, Police, Emergency Services. All types Receiver and Transmitter component parts except Tubes; Crystals, Fixed Resistors and Capacitors.

Phone: AStoria 8-3738

Mirror Record Corp.

40-25 206 St., Bayside, L. I., N. Y.
Phone: BAyside 4-4999

Pres. & Treas.....P. K. Trautwein
Chief Engineer.....R. V. Hough

PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

Motorola, Inc.

4545 August Blvd., Chicago 51, Ill.
Phone: Spaulding 2-6500

President .....Paul V. Galvin
Exec. Vice-Pres.....Robert W. Galvin
Vice-Pres. Cons. Prod. Div. Elmer H. Wavering
Vice-Pres. Ch. Mchdse.....Walter H. Stellner
Vice-Pres. in Charge of Communications & Electronics Division .....D. E. Noble
Sales Cons. Goods Div.....Wm. H. Kelley

Prod. Mgr. Home & Auto Radio Div.
Jack Davis
Dir. Aduty-Sales Prom.....Ellis L. Redden
Sales Mgr. Comm. & Electronic Div.
Eugene S. Goebel
Treasurer .....George R. MacDonald
Vice-Pres. in Charge of Procurement
Frank J. O'Brien
Credit Manager.....Henry Kleinhans
Export Manager.....Carl M. Wynne
Service Manager.....A. T. Alexander

PRODUCTS: Receivers: Battery—Automotive, Table, Personal; Portable, Portable AC-DC; Radio—AM Table, AM Portable AC-DC, AM Table with Phonograph, AM-FM Table, AM-FM Console, AM-FM Console with Phonograph; Television—Table, Console, AM-FM Console, AM-FM Console with Phonograph. Record Players. Communications Equipment: Marine, Police, Railroad, Trucks and Busses, Taxicab, Walkie-Talkie, Radar Systems. Transmitters: Marine, Police, Fixed Station, Supervisory Control, Telemetering, Carrier Communication and Microwave Multiplex Systems.

The Muter Co.

1255 S. Michigan Ave., Chicago 5, Ill.
Phone: WAbash 2-8800

President .....Leslie F. Muter
Vice-Pres. & Sales Mgr.....K. E. Rollefson
Chief Engineer.....K. E. Rollefson
Vice-Pres. & Credit Mgr.....A. A. Dailey
Purchasing Agent.....A. R. Campbell
Indu. Rel. Mgr.....Miss Wilma Palm

PRODUCTS: Resistors, switches, ceramic condensers, Spirashields, coils, antenna loops, I.F. and R.F. transformers.

National Carbon Div., Union Carbide & Carbon Corp.

30 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-8000

President .....A. V. Wilker
Vice-Pres. & Gen. Mgr.....J. M. Spangler
Vice-President .....C. O. Kleinsmith
Gen. Sales Mgr. Cons. Prods.....A. C. Bryan
Mgr. Battery Eng. Dept.....W. H. Fritz
V.-P., Adv. Sales Mgr.....H. M. Waren

PRODUCTS: "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Ail Cell" batteries for 2-volt and 1.4 colt receivers.

National Union Radio Corp.

350 Scotland Rd., Orange, N. J.
Phone: ORange 2-6600

President .....K. C. Meinken
Sales Mgr. .....E. J. Maginot
Director Research.....A. M. Skellett
Treasurer.....W. H. Carey
Secretary .....J. V. Deevy
Credit Mgr. .....H. A. Pope
Asst. Adv. Mgr.....G. K. Konz

PRODUCTS: Electron tubes, receiving, TV, transmitting, cathode ray, special purpose, tube research & development, panel lamps, radio dry batteries, auto vibrators.

New York Transformer Co., Inc.

Third Ave., Alpha, N. J.
Phone: PHillipsburg 5-1188

President .....Joseph B. Schaefer
Sales Manager .....Thomas B. Armstrong
Chief Design Eng.....Ernest D. Belanger
Chief Engineer .....George Pappas
Purchasing Agent .....Carl Seefer
Plant Superintendent .....A. H. Coover
Controller .....Kenneth Llewelyn

PRODUCTS: Transformers and reactors for TV, radios, transmitters, and receivers; audio frequency coils, electronic control devices, etc.

Olympic Radio & Television Inc.

34-01 38th Ave., Long Island City, N. Y.
Phone: STillwell 4-6961

President .....A. A. Juviler
Exec. Vice-President.....P. L. Shoenen
Vice-Pres.-Treasurer .....M. Sobin
Director of Sales.....Al Friedman
Purchasing Engineer.....W. Hegyi
Chief Engineer.....J. Raudin

PRODUCTS: Complete line of home receivers. AM and FM television receivers.

Oxford Electric Corp.

3911 S. Michigan Ave., Chicago 15, Ill.
Phone: ATlantic 5-6161

President .....J. D. Ceader
Asst. to President.....Hugo Sunberg
Credit Manager .....David E. Davis
General Sales Mgr.....John A. Proctor, Jr.
Asst. Sales Mgr. .....Wm. B. Barnes
Chief Engineer .....K. H. Wessel
Plant Manager.....A. Sorice

PRODUCTS: Radio speakers, output and line transformers, cathode ray tubes.

Packard-Bell Company

3443 Wilshire Blvd., Los Angeles 16, Calif.
Phone: DUnkirk 2-2141

President .....Herbert A. Bell
Vice-President .....Robert S. Bell
Vice-President .....Joe M. Spain
Sec.-Treas. .....Lowell R. Day
Ass't. Sec.-Treas.....Jack Speis
Chief Engineer.....Charles Nichols
Plant Manager.....Jean Gleis
General Sales Mgr.....Kenneth R. Johnson
Ass't. Sales Mgr.....William Frost
Advertising Mgr.....Walter Addison Watson

Service Mgr.....Thomas L. Stevens
Personnel Dir.....Charles Askin

PRODUCTS: Radios, PhonOcords, Radio-Phonograph-Recorder Combinations), Television. A complete line of each or the three above types of products.

Philco Corp.

Tioga & C Sts., Philadelphia 34, Pa.
Phone: NEbraska 4-5100

President .....William Balderston
V.-P. & Gen. Sales Mgr.....John M. Otter
V.-P. Radio and TV Div.....Larry F. Hardy
V.-P., Dir. Eng. & Res.....Leslie J. Woods
V.-P., Eng. & Research.....D. B. Smith
Chief Engineer.....Palmer M. Craig
Credit Manager.....E. W. Mayhew
Dir. of Purchases.....W. MacMurtie
Advertising Mgr.....John F. Gilligan
Industrial Relations Mgr...Harold W. Butler
Export Manager.....D. W. McIntosh
V.-P. in Chg. of Parts and Service
James M. Skinner, Jr.
Traffic Manager.....J. Swan

PRODUCTS: Receivrs: Battery—Automobile, Table, Portable, Portable AC-DC; Radio—AM Midget, AM Table, AM Console, AM Portable AC-DC, AM Portable Wet Cell, AM Table with Phonograph, AM Console with Phonograph, AM Console with Phonograph and Recorder, AM-FM Table, AM-FM Console, AM-FM Table with Phonograph, AM-FM Console with Phonograph; Television—Table, Console, AM Table FM Table, AM-FM Table, AM Console, FM Console, AM-FM Console, AM Console with Phonograph, FM Console with Phonograph, AM-FM Console with Phonograph. Record Players. Communications Equipment: Aviation, Citizens Radio, Emergency Service, Marine, Police, Railroad, Trucks and Busses, Taxicab, Walkie-Talkie, Radar Systems. Transmitters: Short Wave, VHF, UHF, Relay. Tubes: Receiing, Cathode Ray Receiing.

Philmore Manufacturing Co., Inc.

113 University Place, New York 3, N. Y.
Phone: ALgonquin 4-3363

President .....Philip Schwartz
Secy., Treas. & Mgr.....M. L. Granat
Chief Engineer.....Reginald Burke
Credit Manager .....C. Mildred
Export Manager.....M. Greenker
Purchasing Agent.....Murray Granat

PRODUCT: TV receivers, table model, TV receivers, console model, TV chassis, completely wired and aligned, TV kits with video and sound wired and fully aligned, with full instructions to complete the wiring, TV kits completely unassembled with full instructions for wiring. One, two and three tube kits, aerial kits, microphones (carbon type), crystal sets, crystal set kits, crystal detectors, coils.

Pilot Radio Corp.

3706 36 St., Long Island City 1, N. Y.
Phone: STillwell 4-5455

President .....Isador Goldberg
Executive Vice-Pres. .....E. L. Hall
Secreary-Treasurer.....I. W. Wyckoff
General Works Mgr.....J. I. Benjamin
Sales Manager.....E. M. Gilmore
Purchasing Agent.....B. A. Jablow
Chief Engineer.....Dr. W. Auerbacher

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers, and TV receivers.

Presto Recording Corp.

P. O. Box 500, Hackensack, N. J.
Phone: HAckensack 3-5700

President .....George J. Saliba
Secretary .....Morris M. Gruber
Treasurer .....A. Benjamin
Comptroller .....Ruth B. Sholes
Sales Manager.....Thomas B. Aldrich

PRODUCTS: Stationary and portable disc recorders, stationary and portable transcription equipment, associated amplifier equipment, master discs, instantaneous recording discs, recording and reproducing styli, gear driven turntables and recorders, studio tape recorders, portable tape recorders.

Press Wireless Mfg. Co., Inc.

Cantiague Rd., Hicksville, L. I., N. Y.
Phone: FIeldstone 7-2330

President .....T. Mitchell Hastings, Jr.
Treasurer .....Chester T. Cook
Chief Engineer .....Earl E. Eldridge
Purchasing Agent.....Clyde B. Rush
Sales Manager.....J. Harvey McCoy

PRODUCTS: Transmitters any power rendering A-1, A-2, A-3 service, frequency shift keyer for transmission, frequency shift monitors for transmission, frequency shift converters—Teletype transmission and reception, anti-fade, exalted carrier in diversity receiving equipment, ink tape recorders and pullers, diversity receivers, line amplifiers, power supplies, compression amplifiers.

Polarad Electronics Corp.

9 Ferry St., New York 7, N. Y.
Phone: DIgby 9-2080

President .....Dr. D. L. Jaffe
Chief Engineer.....P. H. Odessey
Sales Engineer.....Leo Gross

PRODUCTS: TV studio & test equipment, synchronized generator, TV monoscope signal source, picture & wave form monitor, portable picture monitor dual, TV camera chain, distribution amplifier, camera channel amplifier, dual & single regulated power unit, radio cue system, wide band video amplifier.

Radio Condenser Co.

Davis & Copewood Sts.; Camden 4, N. J.
Phone: EMerson 5-5500

President.....Stanley S. Cramer
Vice-President.....Russell E. Cramer
V.-P., Charge of Sales..Russel E. Cramer, Jr.
Treasurer.....William W. Paul
Chief Engineer.....J. S. Robb
Dir. Labor Relations.....J. B. Thompson

PRODUCTS: TV Tuning Devices; Variable Air Condensers; Variable Air Capacitors for special radio apparatus of all description; Automotive Push-Button Permeability Tuning Units.

RCA Victor Division, Radio Corp of America

Front & Cooper Sts., Camden, N. J.
WOodlawn 3-8000

Exec. Vice-Pres.....J. G. Wilson
Vice-Pres. in Charge of Serv...C. M. Odorizzi
Vice-Pres. in Charge of Tech. Products.....L. W. Teegarden
Operating Vice-Pres.....W. A. Buck
Vice-Pres. in Charge of Consumer Products.....J. B. Elliott
Vice-Pres. in Charge of Distribution.....R. A. Seidel
Pres., RCA Service Co., Inc.....E. C. Cahill
Gen. Mgr., RCA Tube Dept.....R. T. Orth
Vice-Pres. in Charge RCA Engineering Products.....W. W. Watts
Gen. Mgr., RCA Victor Home Instrument Dept.....H. G. Baker
Gen. Mgr., RCA Victor Record Dept.....P. A. Barkmeier
Pres., RCA Victor Dist. Co.....W. M. Norton
Vice-Pres. in Charge of Public Relations Dept.....John K. West
Vice-Pres. in Charge of Engineering Dept.....D. F. Schmit
Vice-Pres. in Charge of Materials Dept.....V. deP. Goubeau
Dir. of Accounting Dept.....D. L. Trouant
Dir. of Distribution Dept.....H. M. Winters
Dir. of Finance Department.....J. S. Carter
General Attorney, Law Dept..S. E. Ewing, Jr.
Dir., Personnel Dept.....E. M. Tuft
Dir. of Plant Engineering.....F. Sleeter
Chief Engineer, Home Instrument Dept.....D. D. Cole
Gen. Sales Mgr., Home Instrument Dept.....A. B. Mills
Commercial Sales and Mdse. Mgr., Record Dept.....L. W. Kanaga
Chief Engineer, Tube Dept....Dr. G. R. Shaw
Gen. Sales Mgr., Engineering Products Dept.....T. A. Smith
Chief Engr., Engineering Products Dept.....M. C. Batsel

DIVISION PLANTS: Main Offices: Camden, N. J.; Harrison, N. J.; Lancaster, Pa.; Indianapolis, Ind.; Bloomington, Ind.; Monticello, Ind.; Pulaski, Va.; Canonsburg, Pa.; Detroit, Mich.; Hollywood, Calif.; Marion, Ind.

PRODUCTS: Antenna Systems, Application & Maintenance, Engineering Services, Aviation Radio Equipment, Battle Announce Systems; Brenkert Projection Equipment, Broadcast Station Equipment (AM and FM), Communications Equipment, Component Radio & Electronic Parts, Custom Disc Recordings, Direction Finders, Drive-In Theatre Equipment, Electronic Carillons & Chimes, Electronic Fire Control Equipment, Electronic Tube Parts & Machinery, Electron Microscopes, Facsimile Equipment, Faradon Condensers, Film Recording Equipment, Film Recording Service Studio (New York and Hollywood), High Frequency Heating Equipment, Industrial Electronic Products, Industrial Sound Equipment, Inter-Communication Equipment, Microphones, Music Library Service, Police Radio Equipment; Projection Booth Equipment, Public Address & Plant Broadcasting Equipment, Radar Equipment, Radio Parts, RCA Dry Batteries, RCA Victor Radios, RCA, Cunningham, and RCA Victor Electron Tubes, RCA Victor Records, Albums, Needles, Recording Equipment, Scientific Equipment, Screens, Service & Maintenance for Electronic Equipment, 16 mm. Sound Film Projectors, Sonar Equipment, Sound Discs for Slide Films, Sound Powered Telephones, Sound Systems & Components, Special Apparatus & Technical Services for U. S. Government TV Receivers, Transmitters and Associated Equipment, Test & Measuring Equipment, Theatre Furnishings, Theatre Sound Systems, Victrola Radio-phonographs.

Radio Engineering Laboratories, Inc.

35-54 36 St., Long Island City 1, N. Y.
Phone: AStoria 8-1010

President.....C. R. Runyon, Jr.
Vice-President.....Frank A. Gunther
Secretary.....Joseph Behr
Chief Engineer.....Malbon H. Jennings
Dir. of Research.....James R. Day
Director of Purchases.....Joseph Behr
Manager of Sales.....C. R. Runyon, III
Comptroller.....James A. Cronin

PRODUCTS: Broadcast transmitter, FM and AM, 250 watts to 50 kw; Antennas-FM, speech input equipment, FM monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment, Quadrilene Amplifiers, Serrasoid modulators, Ten watt FM educational transmitters, Broadcast mobile transmitter link equipment, point-to-point communications equipment, FM radio relay links, special FM communications systems, FM store receivers, and FM bus receivers.

Rangertone, Inc.

73 Winthop St., Newark 4, N. J.
Phone: HUmboldt 5-2550

President.....R. H. Ranger
Vice-Pres. Chief Engineer...P. M. Brubaker
Secretary Sales Manager.....S. L. Ackerman
Asst. Treas.-Purchasing Agent.A. V. Colabella
Mechanical Engineer.....Ted Weber, Jr.

PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film. Thyratron Inverters: for Controlled 60 cycle Power.

Raytheon Manufacturing Co.

Waltham 54, Mass.

Vice-Pres. in Charge of Sales....Ray C. Ellis
Gen. Sales Mgr.....James J. Tynan
Mgr. of Broadcast Sales..Leonard A. Rooney

PRODUCTS: AM, FM and TV transmitter accessories, tubes, FM antennas, speech input equipment, transmission line accessories, antenna phasing and coupling equipment, amplifier equipment, engineering services, custom-built transmittin gand studio equipment, TV and communication microwave.

Rek-O-Kut Company

38-01 Queens Blvd., Long Island City 1, N. Y.
Phone: STillwell 4-7062-3-4

President, Sales Manager.....George Silber
Plant Supt.....S. Simonson
Credit Manager.....A. Friedman
Exports Agents.....Morhan Exporting Corp.

PRODUCTS: Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Meters.

Sentinel Radio Corp.

2100 Dempster St., Evanston, Ill.
Phone: University 4-2400

President .....E. Alschular
Vice-President .....M. D. Block
Production Manager.....I. J. Jacogsen
Chief Engineer.....W. J. Schnell
Purchasing Agent.....P. O. Krumm
Credit Manager.....C. S. Willard
Sales Manager.....E. G. May
Export Manager.....H. A. Sillcox

PRODUCTS: Sentinel radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations, television receivers of all types.

Sherron Electronics Co.

(Div. of Sherron Metallic Corp.)
1201 Flushing Ave., Brooklyn 6, N. Y.
Phone: HYacinth 7-2820

President .....P. H. Sherron
Vice-President .....J. W. Hunter
Senior Vice-Pres.....R. M. Stock
Dir. of Electronic Res.....John Vergeichik
Sales Manager.....M. V. Barasch
Dir. of TV.....P. J. Gollhofer
Dir. of Purchases.....M. C. Turner

PRODUCTS: Amplitude modulated transmitters, frequency modulated transmitters, TV transmitters, modulators at all power levels for above transmitters, control consoles for radio stations, pulse generators, oscilloscopes, regulated power supplies, custom built equipment designed and manufactured to customers requiremeents. Experimentally licensed TV station KE2XIE manned by licensed personnel for TV investigations.

Sound, Inc.

221 East Cullerton St., Chicago 16, Ill.
Phone: VIctory 2-7234

President-Sales Dir.....Allen Shoup
Vice-Pres-Chief Engineer
Rudolph A. Bierwirth
Secy.-Treas.-Supervisor.....I. Ben Berger
Purchasing Agent.....Hyman Solomon
Superintendent .....Harry Alfredson

PRODUCTS: Manufacturers of Radar, Electronic and Sound Equipments, Tape recorders and reproducers.

Standard Radio Transcription Services, Inc.

140 North LaBrea, Hollywood 36, Calif.
Phone: WEbster 9181

President .....Gerald King
Vice-Pres.....Milton M. Blink
V.-P. in Chg. of Sales—Eastern Office
Alex Sherwood
Sales Mgr.—Central States Office
Gus Hagenah
Business Mgr. & Counsel...Lewis TeeGarden
Production Mgr.....Harry Bluestone
Chief Engineer.....Ernest Baumeister

PRODUCTS: Standard radio transcription library service, Standard super sound effects, Mood music library.

Stewart-Warner Electric Div. of Stewart-Warner Corp.

1826 W. Diversey Pkwy., Chicago 14, Ill.
Phone: LAkeview 5-6000

President.....J. S. Knowlson
Sr. Vice-President.....F. A. Hiter
General Manager.....E. Fossum
Gen. Sales Mgr.....E. L. Taylor
Advertising Mgr.....C. R. Lunney
Service Mgr.....N. J. Cooper
Chief Engineer.....S. C. Kolanowski
Credit Manager.....A. W. Grossklags
Publicity Mgr.....C. W. Grange
Export Mgr.....J. E. Burke
Purchasing Agent.....J. S. Burress

Industrial Relations Mgr.....W. W. Miller
Traffic Manager.....E. F. Stecher
PRODUCTS: RADIOS: AM, Short-Wave, AM-FM, Console, Table, Console Combinations, Table Combinations, Portables; Civil and Military Electronic Devices; Miniaturized Electronic Equipment; Citizens Radio Transceivers. TV: Table, Console, Console Combinations, Projection and Direct View.

Stromberg-Carlson Co.

100 Carlson Rd., Rochester 3, N. Y.
Phone: CUlver 0260

President.....Robert C. Tait
Vice-Pres.....Lee McCanne
Vice-Pres.....Sidney R. Curtis
Sales Mgr.....Clifford J. Hunt
Sound Equipt. Mgr.....Anthony G. Schifino
Credit Mgr.....Charles W. Pritchard
Mgr. Adv. & Pub. Rel.....Stanley H. Manson
PRODUCTS: TV Table Models, TV Consoles, TV Combinations with AM, FM, and 3-speed record changer, Table Model Radios, Combination Radios with AM, FM, and 3-speed changer, Electronic Carillon Equipment, Intercommunicating Systems, Telephones, and Switchboard Equipment.

Sylvania Electric Products, Inc.

500 Fifth Ave., New York 18, N. Y.
Phone: WIsconsin 7-9500

Ch. of Bd.....W. E. Poor
President.....D. G. Mitchell
Vice-President.....M. F. Balcom
Vice-President.....R. H. Bishop
Vice-President.....H. Ward Zimmer
Secretary.....J. S. Learoyd
General Sales Mgr., Radio Div....C. W. Shaw
Dir. of Advertising.....T. P. Cunningham
PRODUCTS: Cathode ray tubes, amateur transmitting tubes, radio receiving tubes, geranium crystals, panel lamps, counter tube tester, portable tube tester, modulation meter, polymeter, audio oscillator, 3″ oscilloscope, 7″ oscilloscope, pocket ohmmeter.

Tele-Tone Radio Corporation

540 West 58th St., New York 19, N. Y.
Phone: JUdson 6-5900

President.....Sol W. Gross
Gen. Sales Mgr.....Morton M. Schwartz
Asst. to President.....Irving Brudner
Asst. Gen. Sales Mgr.....James Ryan
Chief Engineer, TV.....Robert S. Mautner
Comptroller.....Louis Grodsky
Dir. of Purchases.....John G. Commins
Adv. & Sales Prom. Mgr.....Bernard Kerned
Industrial Relations Mgr.....Irving Brudner
Export Mgrs.....Robert Schasseur, Inc.
Service Mgr., TV.....Harold Dittenhoefer
PRODUCTS: Receivers: Battery — Portable AC-DC; Electric—AM Midget, AM Table, AM Portable Radios—AC-DC, AM-FM Table; Television—Table, Console.

Television Associates, Inc.

E. Michigan St., Michigan City, Ind.
Phone: 3655

President.....W. C. Eddy, Capt. USN (Ret.)
Chief Engineer.....A. H. Brolly
Plant Superintendent.....J. L. Lahey
Secretary.....Margaret Durnal
PRODUCTS: Studio lighting equipment: Ceiling mounted incandescents, and fluorescents; dolly mounted fluorescents; control fixtures for mounting spotlights; light panel control equipment and switch panels. Microwave relay equipment: Reflectors and mounting supports; parapet clamps; metal tripods. Studio equipment: Camera Dollies, tripods, hi-hats and lo-hats for camera mounting, cable clamps. Projection Room accessories: Continuous reel magazines, rewind mandrels, and storage racks for continuous reel film loops; kaleidoscope projectors; specialized film loops for continuous reel use.

Television Equipment Corp.

238 William St., New York 7, N. Y.
Phone: COrtlandt 7-5160

President.....Leonard Mautner
Vice-President.....William Brown
Secretary.....William Brown
Treasurer.....Harold B. Schneider
PRODUCTS: TV cameras, studio equipment, transmitters, test equipment, oscilloscopes, telecoupler—TV master antenna systems, TV booster amplifiers.

Transmitter Equipment Mfg. Co., Inc.

345 Hudson St., New York 14, N. Y.
Phone: WAtkins 4-1550

President.....Morton B. Kahn
Treasurer.....Morton B. Kahn
Secretary.....E. J. Nagler
PRODUCTS: Broadcast Station Equipment, AM and FM, Studio Amplifying Consoles, Radio Communication Transmitters, both AM and FM, Air, Ground Communication Equipment, AM and FM, Electronic Computors, Radar Equipment, Guided Missile Controls, etc.

U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.
Phone: Sterling 3626

General Manager.....Joseph Tait
Sales Manager.....Robert L. Kaufman
Chief Engineer.....Henry P. Meisinger
Plant Manager.....Irving Linkow
PLANT: 1347 South Capitol St.
Phone: Sterling 3626
PRODUCTS: Manufacturers and distributors of audio and sound equipment—Panacoustic, Presto, Magnecord, Stromberg-Carlson, Liberty Carrillon, and many others. Specializing in engineering, manufacturing,

assembling custom equipment for radio Broadcast stations. Complete Studio and Technical Plant for Sound Recording—both disc and tape.

United States Television Mfg. Corp.

3 W. 61st St., New York 23, N. Y.
Phone: CIrcle 6-4255

President .....Hamilton Hoge
Vice-Pres.....Francis H. Hoge, Jr.
Purchasing Mgr.....Jack Gordon
Chief Engineer.....N. Marardino
Chief Mechanical Engr.....Henry Strahlman
Credit Manager.....Herbert Slote

PRODUCTS: Television: 10" & 15" Table Model Direct View, 12" Consolette Direct View, 12" & 15" Console Direct View, 15" Consolette Direct View, 475 & 675 sq. in. Projection. Instruments: UST-ALL Electronic Sweep Generator.

Utah, Inc.

1123 E. Franklin St., Huntington, Ind.
Phone: 275

President.....William J. Knife
Gen. Sales Mgr.....Marshall E. Neil
Secretary.....O. C. Will
Chief Engineer.....Charles Hubbard

PRODUCTS: Loudspeakers, Transformers, Headsets, Acoustic and Electronic Devices.

Western Electric Co., Inc.

120 Broadway, New York 5, N. Y.
Phone: WOrth 4-2100

President .....S. Bracken
Vice-President .....F. R. Lack
Mgr., Radio Telephone Sales....S. P. Taylor
Mgr., Broadcast Sales.....J. H. Ganzenhuber
Mgr., Sound Systems & Comm.....E. M. Hall
Mgr. Electronic Prod. Sales....R. H. Souder

PRODUCTS: Communications Equipment —Receivers (marine, police, emergency service, taxicab, trucks and busses) · Transmitters (broadcast AM-FM), fixed station, marine, police and emergency service); Tubes (receiving, power and transmitting, etc.); audio and radio frequency coils, radio switches, quartz crystals, amplifiers, microphones, headsets, etc.

Westinghouse Electric Corp. Home Radio Div.

1354 Susquehanna St., Sunbury, Pa.
Phone: 2520

President.....Gwilym A. Price
Vice-Pres. (Consumer Products)
J. M. McKibbin
Asst. to Vice-Pres. (Consumer Products)
Roger Bolin
Manager.....F. M. Sloan
Assistant Manager.....H. W. Schaefer
Chief Engineer.....G. C. Larson
Mgr. of Manufacturing.....F. H. Barnett
Purchasing Agent.....W. M. Anderson
Sales Manager.....J. F. Walsh
Asst. Sales Manager.....J. W. Hitchcock
Advertising & Sales Promotion Mgr.
Earl L. Hadley
Service Manager.....W. H. McKnew

PRODUCTS: Manufactured by the Home Radio Division: Home radio and TV receivers, radio-phonograph combinations, TV radio-phonograph combinations for home use.

Weston Electrical Instrument Corp.

614 Frelinghuysen Avenue, Newark 5, N. J.
Phone: Bigelow 3-4700

President.....Earl R. Mellen
Vice-Pres. in Charge of Sales
H. L. Gerstenberger
Vice-Pres. & Chief Engr.....John H. Miller
Credit Manager.....B. E. Arthur
Purchasing Agent.....George T. Deaney
Advertising Manager.....Phil Barnes
Industrial Relations Mgr.....James J. Hagan
Export Manager.....John H. Purcell
Service Manager.....Charles W. Biswanger

PRODUCTS: Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Industrial and Laboratory Thermometers, Weston Aircraft Instruments.

Wheeler Laboratories, Inc.

122 Cutter Mill Rd., Great Neck, N. Y.
Phone: GReat Neck 2-7806

President.....Harold A. Wheeler

PRODUCTS: Inductance measuring equipment, capacitance measuring equipment, microwave components, special electronic on order, consulting services.

Zenith Radio Corp.

6001 W. Dickens Ave., Chicago 39, Ill.
Phone: Berk. 7-7500

President.....E. F. McDonald, Jr.
Exec. V.-P. & Treas.....Hugh Robertson
V.-P. & Dir. of Sales.....H. C. Bonfig
Vice-Pres., Engineering.....G. E. Gustafson
Vice-Pres., Production...Donald MacGregor
Vice-Pres., Purchasing.....J. E. Anderson
Vice-Pres., Speaker Prod.....W. Dumke
Vice-President .....S. Kaplan
Secretary .....Karl E. Hassel
Vice-Pres., Research.....Dr. A. Ellett
Sales Manager.....L. C. Truesdell
Advertising Mgr.....D. H. Grigsby

PRODUCTS: Table model radios, table radio-phonographs, portable radios, console radios, console radio-phonographs, table TV receivers, console TV receivers, console TV-radio-phonograph combinations.



The Market with a FUTURE!!!

MEXICO has stepped towards a new and extensive industrial program; its remarkable development in the manufacturing activities has created a new growth below the Rio Grande.

Millions of dollars are being spent in the United States in machinery, up-to-date equipment and raw material, destined to busy centers of production down in the Mexican territory.

American manufacturing concerns whose products enjoy ample demand South of the border, are making big investments, opening large new plants.

This industrial "bonanza" in a prosperous land of 25 million people, together with a fast-growing consumer's market, means the opportunity for a real new business.

The U. S. advertisers will find out that for selling in this promising market, nothing is better than radio for a nation-wide campaign . . . and the network of Radio Programas de Mexico . . . if looking for immediate results.

RPM broadcasting system, through its 88 stations, assures the advertiser a national coverage, carrying the message to every corner of the land.

RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

EMILIO AZCARRAGA, *Chairman of the Board* • CLEMENTE SERNA MARTINEZ, *President and General Manager*

P. O. BOX 1324 BUCARELI 109 MEXICO, D.F.

RPM
RADIO PROGRAMAS DE MEXICO

INTERNATIONAL

International Broadcast Stations
In The United States

□

Mexico

□

Cuba

NINETEEN FIFTY

INTERNATIONAL STATIONS IN THE UNITED STATES

Licensee and Location	*Call Letters*	*Frequency (Kc)*	*Power (Kw)*
The Associated Broadcasters, Inc. San Francisco, California	KWID	6060, 7230, 9570, 11870 15290, 17760, 21610	100 kw
The Associated Broadcasters, Inc. San Francisco, California	KWIX	6060, 7230, 9570, 11870 15290, 17760, 21610	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island	WABC	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island	WCBN	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island	WCBX	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island	WCDA	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, New Jersey	WOOC	6120, 6170, 9650, 11830 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, New Jersey	WOOW	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Delano, California	KCBA	6120	50 kw
Columbia Broadcasting System, Inc. Delano, California	KCBF	9650, 11810,	50 kw
Columbia Broadcasting System, Inc. Delano, California	KCBR	6180	200 kw
The Crosley Corporation Mason, Ohio	WLWL	6080, 9590, 11710, 15250, 17800, 21650	200 kw
The Crosley Corporation Mason, Ohio	WLWR	6080, 9590, 11710, 15250, 17800, 21650	200 kw
The Crosley Corporation Mason, Ohio	WLWS	6080, 95900, 11710, 15250, 17800, 21650	200 kw
The Crosley Corporation Mason, Ohio	WLWK	6080, 9590, 11710, 15250, 17800, 21650	50 kw
The Crosley Corporation Mason, Ohio	WLWO	6080, 9590, 11710, 15250, 17800, 21650	75 kw
General Electric Company South Schenectady, New York	WGEA	6190, 7000, 9550, 11840, 15330, 21500, 21590	50 kw
General Electric Company South Schenectady, New York	WGEO	6190, 7000, 9530, 11840, 15330	100 kw

• • • International Stations in the U. S. • • •

Licensee and Location	*Call Letters*	*Frequency (Kc)*	*Power (Kw)*
General Electric Company South Schenectady, New York.....	WGEX	6190, 7000, 9530, 11840, 15330	25 kw
General Electric Company Belmont, California	KGEI	6190, 7250, 9530, 9550 11730, 15210, 15330	50 kw
General Electric Company Belmont, California	KGEX	6190, 7250,, 9530, 9550, 11730, 15210, 15330	100 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey.....	WNBI	6100, *9670, 11893, 15150, 15190, 17780, 21630	50 kw * 100 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey.....	WNRA	6100, 9670, 11890, 15150, 15190, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey.....	WNRE	6100, 9670, 11890, 15150, 15190, 17780, 20630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey.....	WNRI	6100, 9670, 11890, 15150, 15190, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey.....	WNRX	6100, 9670, 11890, 15150, 15190, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey.....	WRCA	6100, *9670, 11893, 15150, 15190, 17780, 21630	50 kw * 100 kw
National Broadcasting Co., Inc. Dixon, California	KNBA	6060, 15250, 21460	50 kw
National Broadcasting Co., Inc. Dixon, California	KNBI	9650, 9750, 11770, 17800	50 kw
National Broadcasting Co., Inc. Dixon, California	KNBX	11790, 15250	200 kw
Westinghouse Radio Stations, Inc. Hull, Mass.	WBOS	6140, 9570, 11870, 15210, 17780, 21540	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUA	6040, 9700, 11730, 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUL	6040, 11730, 11790, 15130 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUS	6040, 9700, 11730 15350 11750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUW	9700, 11730, 11790, 15130, 15350, 17750, 25600	20 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUX	9700, 11730, 11790, 15130 15350, 17750, 25600	7 kw

Radio Programas de Mexico, S. A.

Head Office: Bucareli 109

General Offices: Bucareli 109

Phones:

Head Office: 35-13-73—12-72-34

General Offices: 36-29-01—12-65-44—13-91-14

P. O. Box 1324

Mexico City, Mexico

—*PERSONNEL*—

President & General Manager.....Clemente Serna Martínez
Assistant Manager—Commercial.....Antonio Eufracio Ontiveros
Assistant Manager—Accounting.....Horacio Niño Medina
Assistant to President.....Joaquin de la Garza
Advertising Department.....Homero Rios D.

AFFILIATED STATIONS IN MEXICO

Call Letters	*City*	*Call Letters*	*City*
XEBI	Aguascalientes, Ags.	XEAV	Guadalajara, Jal.
XEA	Campeche, Camp.	XELW	Guadalajara, Jal.
XEFQ	Cananea, Son.	XEMR	Monterrey, N. L.
XENC	Celaya Gto.	XEI	Morelia, Mich.
XEJK	C. Delicias, Chih.	XELQ	Morelia, Mich.
XEP	C. Juarez, Chih.	XETM	Naco, Son.
XEOX	C. Obregon, Son.	XEGL	Navajoa, Son.
XETR	C. Valles, S. L. P.	XEHF	Nogales, Son.
XEBJ	C. Victoria, Tamps.	XETX	N. Casas Grandes, Chih.
XERL	Colima, Col.	XEFE	Nuevo Laredo, Tamps.
XEAG	Cordoba, Ver.	XEAX	Oaxaca, Oax.
XEJC	Cuernavaca, Mor.	XETQ	Orizaba, Ver.
XESA	Culiacan, Sin.	XEPP	Orizaba, Ver.
XEBL	Culiacan, Sin.	XEPK	Pachuca, Hgo.
XEFI	Chihuahua, Chih.	XEAT	Parral, Chih.
XEBU	Chihuahua, Chih.	XEMU	Piedras Negras, Coah.
XEE	Durango, Dgo.	XEHR	Puebla, Pue.
XEBQ	Empalme, Son.	XENA	Queretaro, Qro.
XEPF	Ensenada, B. C.	XEJX	Queretaro, Qro.
XEMA	Fresnillo, Zac.	XERT	Reynosa Tamps.

Call Letters	City
XEBX	Sabinas, Coah.
XEWZ	Guanajuato, Gto.
XEGS	Guasave, Sin.
XEDR	Guaymas, Son.
XEHQ	Hermosillo, Son.
XEBH	Hermosillo, Son.
XEHT	Huamantla, Tlax.
XEKF	Iguaia, Gto.
XEBO	Irapuato, Gto.
XEWE	Irapuato, Gto.
XEKL	Jalapa, Ver.
XEJA	Jalapa, Ver
XELC	La Piedad, Mich.
XELG	Leon, Gto.
XERW	Leon, Gto.
XER	Linares, N. L.
XECF	Los Mochis, Sin.
XEAM	Matamoros, Tamps.
XERJ	Mazatlan, Sin.
XETK	Mazatlan, Sin.
XEQW	Merida, Yuc.
XEFC	Merida, Yuc.
XECL	Mexicali, B. C.
XEDW	Minatitlan, Ver.
XEMF	Monclova, Coah.
XEFB	Monterrey, N. L.
XEGC	Sahuayo, Mich.
XEDE	Saltillo, Coah.
XESJ	Saltillo, Coah.
XECZ	San Luis Potosi, S. L. P.
XEBM	San Luis Potosi, S. L. P.
XES	Tampico, Tamps.
XESB	Santa Barbara, Chih.
XETU	Tampico, Tamps.
XETS	Tapachula. Chias.
XEWJ	Tehuacan, Pue.
XERK	Tepic, Nay.
XEC	Tijuana, B. C.
XECH	Toluca, Mex.
XEBP	Torreon, Coah.
XEDN	Torreon, Coah.
XETL	Tuxpan, Ver.
XEON	Tuxtla Gutierrez, Chis.
XEUF	Uruapan, Mich.
XEHV	Veracruz, Ver.
XEU	Veracruz, Ver.
XEDH	Villa Acuna, Coah.
XELK	Zacatecas, Zac.

AFFILIATED STATIONS IN CENTRAL AND SOUTH AMERICA

Call Letters	City
YSR	San Salvador, El Sal.
HRN	Tegucigalpa, Hond.
YNOW	Managua, Nicaragua
TIGPH	San Jose, Costa Rica
HOC	Panama, Panama
HOK	Colon, Panama
YV5RA	Caracas, Venezuela
YV5RG	Caracas, Venezuela
YV1RF	Maracaibo, Venezuela
YV1RK	Maracaibo, Venezuela
HCQR	Quito, Ecuador
HC2AJ	Guayaquil, Ecuador
OAX4F	Lima, Peru
HJCH	Bogota, Colombia
HJCS	Bogota, Colombia
HJDA	Medellin, Colombia
HJDQ	Medellin, Colombia
HJAH	Barranquilla, Col.
HJAN	Barranquilla, Col.
HJEB	Cali, Colombia
HJER	Cali, Colombia
CX14	Montevideo, Uruguay
HIN	Montevideo, Uruguay
CX18	Trujillo, Rep. Dominicana

STATIONS OF MEXICO

Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
XEA	1370	1000	Campeche, Cam.	A. Casandya Brito
XEB	1220	100000	Mexico, D. F.	El Buen Tono, S. A.
XEC	1310	250	Tijuana, B. C.	Luis E. Enciso
XED	1050	5000	Mexicali, B. C.	Fernando Sanchez Mayans
XEE	1280	250	Durango, Dgo.	R. O. Stvenson
XEF	1420	100	Ciudad Juarez, Chih.	Jose Carlos Amaya
XEG	1050	100000	Monterrey, N. L.	La Voz de Norteamerica, S. A.
XEH	1420	1000	Monterrey, N. L.	Radio Tarnava, S. de R. L.
XEI	1400	250	Morelia, Mich.	Tiburcio Ponce
XEJ	970	5000	Ciudad Juarez, Chih.	Pedro Meneses, Jr.
XEK	970	500	Mexico, D. F.	Arturo Martinez
XEL	1260	1000	Mexico, D. F.	Fidel Hernandez Calderon
XEM	1390	500	Chihuahua, Chih.	Pedro Meneses, Jr.
XEN	690	5000	Mexico, D. F.	Guillermina P. del Conde
XEO	970	750	Matamoros, Tams.	Jose Maria Gonzalez
XEP	1300	500	Ciudad Juarez, Chih.	Esteban Parra
XEQ	940	50000	Mexico, D. F.	Radio Panamericana, S. A.
XER	1260	250	Linares, N. L.	Enrique Garcia T.
XES	1240	250	Tampico, Tams.	Radiotelevisora de Tampico, S. A.
XET	990	5000	Monterrey, N. L.	El Pregonero del Norte, S. A.
XEU	960	500	Veracruz, Ver.	Fernando Pazos Sosa.
XEW	900	250000	Mexico, D. F.	Cadena Radiodifusora Mexicana S.A.
XEX	730	250000	Mexico, D. F.	La Voz de Mexico
XEY	980	150	Cuernavaca, Mor.	Juan Gutierrez Torno
XEZ	600	2000	Merida, Yuc.	Jorge L. Palomeque
XEAA	1340	250	Mexicali, B. C.	Consuelo Tonella de Eguia
XEAC	690	5000	Tijuana, B. C.	Jorge I. Rivera
XEAD	1150	125	Guadalajara, Jal.	Alejandro Diaz
XEAG	1280	500	Cordoba, Ver.	Sucrs. Diodoro Zuniga
XEAI	1320	500	Mexico, D. F.	Carmen Gutierrez
XEAM	1400	250	Matamoros, Tams.	Manuel L. Salinas
XEAO	910	250	Mexicali, B. C.	Juan C. Chavez
XEAP	1290	100	Ciudad Obregon, Son.	Emilio Manzanilla
XEAQ	1490	250	Agua Priesta, Son.	Manuel Rodriguez V.
XEAR	1450	250	Monterrey, N. L.	Radio Tiempo, S. de R. L.
XEAT	1250	250	Hidalgo del Parral, Chih.	Alfonso Perez P.
XEAU	1470	5000	Tijuana, B. C.	Manuel Acuna Varela
XEAV	580	1000	Guadalajara, Jal.	Manuel Lopez Diaz
XEAW	1280	500	Monterrey, N. Y.	Jesus D. Gonzalez
XEAX	1270	500	Oxacaca, Oax.	Alberto Marquez G.
XEBA	840	250-D	Guadalajara, Jal.	Jesus D. Gonzalez Garcia
XEBG	1500	1000	Tijuana, B. C.	Roberto Salazar
XEBH	920	1000	Hermosillo, Son.	J. Remigio Agraz
XEBI	1360	250	Aguascalientes, Ags.	Pedro C. Rivas
XEBJ	1450	250	Ciudad Victoria, Tams.	Fernando Elizalde
XEBK	1340	100	Nuevo Laredo, Tams.	J Manuel Cortes
XEBL	1260	500	Culiacan, Sin.	Max Gomez Blanco
XEBM	920	1000	San Luis Potosi, S. L. P.	Benjamin Briones
XEBO	1330	500	Irapuato, Gto.	Alfonso Martinez
XEBP	1260	250-N	Torreon, Coah.	Alejandro O. Stevenson
XEBS	1410	250-N	Mexico, D. F.	Hispano Mexicano, S. A.

Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
XEBU	1240	250	Chihuahua, Chih.	Enriqueta G. de Uranga
XEBW	1280	250	Chihuahua, Chih.	Radioemisora del Norte S. de R. L.
XEBX	610	500	Sabinas, Coah.	Eugenio Rodriguez T.
XEBZ	660	500	Mexico, D. F.	Vocero Mexicano, S. A.
XECD	1170	350	Puebla, Pue.	Roberto Canedo
XECF	1410	500-N	Los Mochis, Sin.	Francisco Perez H.
XECH	1490	250	Tuluca, Mex.	Rodolfo Llamas
XECL	990	5000	Mexicali, B. C.	Alfonso A. Lacarra
XECQ	1450	250	Culiacan, Sin.	Radio Culiacan, S. de R. L.
XECZ	1430	1000	San Luis Potosi, S. L. P.	Leopoldo Trevino J.
XEDA	1290	1000	Mexico, D. F.	Publicidad Comercial de Mexico,S.A
XEDE	1400	150	Saltillo, Coah.	E. Martinez Y Martinez
XEDF	790	1000	Nuevo Laredo, Tams.	Ruperto Villarreal
XEDH	1340	250	Villa Acuna, Coah.	Humberto Garcia Ruiz
XEDJ	1450	100	Magdalena, Son.	Jesus L. Rochin
XEDK	1250	500	Guadalajara, Jal.	Manuel Lopez Diaz
XEDL	1250	500	Hermosillo, Son.	Eufemia Esque de Vidal
XEDN	600	1000	Torreon, Coah.	Difusora del Norte, S. A.
XEDR	1490	500	Guaymas, Son.	Refugio Ortega
XEDS	1420	500	Mazatlan, Sin.	Alejandro A. Schober
XEDU	1400	150	Durango, Dgr.	Carlos C. Armas
XEDW	1260	250	Minatitlan, Ver.	Daniel Schacht Perez
XEFA	1340	250	Jalapa, Ver.	Adolfo Alvarez
XEFB	630	500-N	Monterrey, N. L.	Emisoras Incorporadas de Monterrey
XEFC	1330	500	Merida, Yuc.	Rafael Rivas Franco
XEFE	960	1000	Nuevo Laredo, Tams.	Rafael T. Carranza
XEFI	1440	1000	Chihuahua, Chih.	Pregonero del Edo. de Chihuahua
XEFM	1270	100	Leon Gto.	Sucrs. R. Ortiz Gonzalez
XEFO	1110	5000	Mexico, D. F.	Cadena Radio Nacional
XEFQ	980	500	Cananea, Son.	Pedro L. Diaz
XEFV	1240	250	Ciudad Juarez, Chih.	Dario Cordoba
XEFW	810	5000	Tampico, Tams.	Flores y Martinez
XEGL	1270	500	Navojoa, Son.	Fausto M. Gomez
XEGM	950	1000-N	Tijuana, B. C.	Gustavo Faist Farnandez
XEGW	250	250	Acambaro, Gto.	Jose Martinez Ramirez
XEGT	1490	250	Zamora Mich.	Radio Zamora S. de R. L.
XEHF	1370	1000	Nogales, Son.	Gaston Mascarenas
XEHK	960	250	Guadalajara, Jal.	Francisco E. Fregoso
XEHL	1010	500	Guadalajara, Jal.	Radiodifusoras de Occidente, S. A.
XEHQ	590	500	Hermosillo Son.	Radio Hermosillo, S. de R. L.
XEHR	1090	250	Puebla, Pue.	Roberto Canedo
XEHV	1310	1000	Veracruz, Ver.	Juan A. Palavicini
XEJA	1400	100	Jalapa, Ver.	Adolfo Alvarez
XEJC	1420	150	Cuernavaca, Mor.	Miguel A. Jenorio
XEJE	1310	250	Guadalajara, Jal.	Guillermo Johnston
XEJP	1150	600-N	Mexico, D. F.	Delia Cubillas de Fernandez
XEJW	1270	100	Jalapa, Ver.	Marino Caraza
XEJX	1450	250	Queretaro, Qro.	Radio Emisora Queretana S. de R. L.
XEKJ	1400	250	Acapulco, Gro.	Ramon Ortega Escobedo
XEKL	500	250	Jalapa, Ver.	Carlos Ferraez Matos
XEKS	1300	100	Saltillo, Coah.	Efrain Lopez
XELA	830	1000	Mexico, D. F.	Radio Metropolitana, S. A.
XELC	1600	1000	La Piedad, Mich.	Heriberto Guizar Castro
XELG	680	5000	Leon, Geato.	Radio Impulsora del Centro, S. A.
XELK	1280	250	Zacatecas, Zac.	Jose M. Acevedo
XELL	1430	250	Veracruz, Ver.	Dolores G. Estrada de Ferreiro
XELO	800	100000	Ciudad Juarez, Chih.	Cia. Radiodifusora de P. Negras
XELQ	570	250	Morelia, Mich.	Jose Laris Iturbide
XELT	920	250	Guadalajara, Jal.	Jose Tostado Lomeli
XELW	1340	250	Guadalajara, Jal.	Salvador Galindo de la Torre
XELZ	1440	1000	Mexico, D. F.	Maria Cardena de Zetina
XEMA	1340	100	Fresnille, Zac.	Jose Miguel Acevedo Moya
XEMC	1590	5000	Mexico, D. F.	Dolores G. Estrada de Ferreiro

Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
XEMH	1400	250	Merida, Yuc.	Alvaro Barquet Y,
XEMJ	290	250-N	Piedras Negras, Coah.	Jesus F. Elizondo
XEML	1500	1000	Mexico, D. F.	Roberto Valezzi Esparaza
XEMO	860	5000	Tijuana, B. C.	Fernando Federico Ferreira
XEMQ	1240	250	Merida, Yuc.	Lazaro Achurra Suarez
XEMR	1370	500	Monterrey, N. L.	Enrique Serna Martinez
XEMU	580	250-N	Piedras Negras, Coah.	Alfonso L. Bres
XEMX	1380	500	Mexico, D. F.	Publicada Comercial de Mexico S. A.
XENC	1540	250	Celaya, Gto.	El Heraldo del Bajio
XENK	620	5000	Mexico, D. F.	Gral. Brig. Fernando Proal Pardo
XEON	770	1000	Tuxtla Gutierrez, Chis.	Enrique Valero Arambula
XEOX	1340	250	Ciudad Obregon, Son	Felipe G. de Leon
XEOY	1000	10000	Mexico, D. F.	Fomento de Radio, S. A.
XEPF	1400	200	Ensenada, B. C.	Luis Enrique Enciso
XEPH	590	5000	Mexico, D. F.	Pedro Riestra Biaz
XEPK	1180	1000	Pachuca, Hgo.	Radio Publicidad Pachuca, Mgd.
XEPP	1450	250	Orizaba, Ver.	Radio Impulsora de Orizaba
XEQK	1350	1000	Mexico, D. F.	Guillermo Morales B.
XEQR	1030	1000	Mexico, D. F.	Cadena Radio Continental, S. A.
XEQW	1270	1000	Merida, Yuc.	Radio Mexicana de Merida, S. A.
XERA	1490	250	Chihuahua, Chih.	Red. Nat. Radioemisora
XERB	1090	50000	Tijuana, B. C.	Interamericana de Radio, S. A.
XERC	790	1000	Mexico, D. F.	Radio Popular de Mexico, D. F.
XERF	1570	50000	Villa Acuna, Coah	Cia. Radiodifusora de Coahuila, S.A.
XERH	1500	200-N	Mexico, D. F.	"ARSE", S. A.
XERJ	1320	500	Mazatlan, Sin.	Oscar Perez E.
XERK	1450	100	Tepic, Nay.	Tomas Mondragon
XERO	1490	250	Aguascalientes, Ags.	Radio Hidrotermopolitana S. de R.L.
XERL	1280	250	Colima, Col.	J. Roberto Levy
XERT	590	250	Reynosa, Tams	Ignacio Magallon
XERW	1390	250	Leon, Gto.	Salvador Guerra
XERZ	1240	250	Leon, Gto.	Jose Perez V.
XESA	1360	500	Culiacan, Sin.	Modesto R. Perez
XESB	1400	100	Santa Barbara, Chih.	Domingo Salayandia Najera
XESF	1300	250	Morelia, Mich.	Jose Martinez Ramierez
XESJ	1250	500	Saltillo, Coah.	Froylan Mier Narro
XESL	1340	100	San Luis Potosi, S. L. P.	Josefina Delgado Sucs.
XESM	1470	1000-N	Mexico, D. F.	Salvador San Martin
XETB	1350	500	Torreon, Coah.	Leonor B. Vda. de Zaragoza
XETF	1250	500	Veracruz, Ver.	Sucrs. Jose Rodriguez Lopez
XETK	1490	250	Mazatlan. Sin.	Luis Pantoja Parra
XETL	1390	250	Tuxpan, Ver.	Calixto Almazan
XETM	1350	1000	Naco, Son.	Jesus Manuel Franco
XEAO	1400	250	Tampico, Tams.	Radio Tiempo S. de R. L. C. C.
XETQ	1370	250	Orizaba, Ver.	Carlos Mora J.
XETR	1490	125	Ciudad Valles, S. L. P.	Tomas Oliva Banuelos
XETS	630	100	Tapachula, Chis.	Waldelay Dominguez Correa
XETU	460	1000	Tampico, Tams.	Impulsora Moderna del Radio, S. A
XETZ	1190	500	Teziutlan, Pue.	Ricardo Vazquez
XEUF	550	300	Uruapan, Mich.	Ignacio Navarro
XEVV	970	500	Villahermosa, Tab.	Sucrs. Ernesto Trujille Gurria
XEWE	1420	100	Irapuato, Gto.	Francisco Campos C.
XEWG	(1490	250	Ciudad Juarez, Chih.	Carlos Mendez
XEWJ	1420	100	Tehuacan, Pue.	Carlos Retif.
XEXT	980	1000	Tepic, Nay.	Gobierno del Estado de Nayarit
XEXX	1420	2000	Tijuana, B. C.	Jose J. Clark, Fernando Federico

STATIONS OF CUBA

Location	Call Letters	Frequency (Kcs.)	Power (Kw)
Arroyo Apolo	CMBL	860	5-D
Artemisa	CMAR	1170	.25
Bayamo	CMKX	1390	.25
Caibarien	CMHD	1560	0.25
Cabaiguan	CMHP	1250	0.25
Camaguey	CMJN	960	1.
Camaguey (Cincuito CMQ)	CMJL	920	10.0
Camaguey	CMJK	1150	0.5
Camaguey	CMJA	1060	0.25
Camaguey	CMJE	1230	0.25
Camaguey	CMJF	1340	0.25
Camaguey	CMJW	1440	0.25
Camaguey	CMJC	1270	1.0
Camajuani	CM	1040	0.25-D
Cardenas	CMGE	1470	0.25
Cienfuegos	CMHM	1450	0.25
Cienfuegos	CMHJ	1350	0.25
Ciego de Avila	CMJK	1370	0.25
Ciego de Avila	CMJM	1300	0.5
Ciego de Avila	CMJO	1470	0.25
Colombia	CMZ	690	5.
Cruces, L. V.	CMHK	1380	0.25
Encrucijada	CM	1090	0.1-N
Florida	CMJI	1400	0.25
Guanabacoa	CMBH	1560	5.0
Guanabacoa	CMOF	910	5.0
Guanabacoa	CMX	1010	10.-D
Guantanamo, Orte	CMKS	900	0.25
Guantanamo	CMKH	1130	0.25
Havana (Circuito CMQ)	CMQ	630	25.
Havana	COCQ	8825	5.
Havana	CMBF	950	10.
Havana (Radio Reloj)	CMCB	1330	1.
Havana	CMCQ	1460	.25
Havana	CMBX	1390	0.25
Havana	CMCX-CMCH	1360	.25
Havana	CMCO	1230	.25
Havana	CMBD	1460	0.25
Havana	CMCU	1190	.25
Havana	CMCW	1290	0.25
Havana	CMBY	1120	.25
Havana	CMK	1420	.25
Havana	CMCY	590	15.
Havana	CMW	550	2.5

Location	*Call Letters*	*Frequency (Kcs.)*	*Power (Kw)*
Holguin	CMKV	600	1
Holguin	CMKF	1050	0.25
Holguin (Circuito CMQ)	CMKJ	730	10.
Holguin	CMKO	1220	.25
Holguin	CMKD	970	1.
Jovellanos	CMGN	960	0.5
Luyano	CMCH	790	2.
Luyano	CMCM	1060	0.25
Matanzas	CMGW	1440	0.5
Matanzas	CMGF	1240	0.25
Manzanillo	CMKM	560	0.25
Nuevitas	CMJQ	1580	.25
Palma Soriano, Orte	CMKZ	1430	.25
Pinar del Rio	CMAB	1450	.25
Pinar del Rio	CMAQ	920	1.0
Pinar del Rio	CMAN	1300	1.0
Pinar del Rio	CMAW	810	0.25
Puentes Grandes	CMCK	980	5.
Puentes Grandes	CMBF	950	1.-N
Puerto Padre	CMKY	1350	0.1
Rancho Boyeros	CMBZ	830	1.-D
Rancho Boyeros	CMCY	590	15-D 25-D
Rancho Boyeros	CMBQ	1150	1.-N
Rancho Boyeros	CMBC	740	5.0
Regla	CMCD	1260	5.0
Regla	CMW	550	2.5
Reparto Aldecoa	CMQ	640	25.0
Sagua La Grande	CMHA	1280	.25
San Cristobal	CMAC	1030	0.25
Sancti Spiritus	CMHB	1410	.25
Sancti Spiritus	CMKT-CMHT	990	0.25
Santa Clara	CMHI	570	10.-D
	COHI	1450	5.0
Santa Clara (Circuito CMQ)	CMHQ	640	15.0
Santa Clara	CMHW	800	1.
	CMHN	960	1.
Santa Clara	CMHO	1310	1.
Santa Clara	CMHO	1310	1.
Santa Clara	CMHX	1480	.25
Santa Clara	CM	680	0.5
Santiago de Cuba	CMKN	930	1.
Santiago de Cuba (Circuito CMQ)	CMKU	850	2.0
Santiago de Cuba	CMKW	1000	1.0
Santiago de Cuba	CMKL	800	0.25
Santiago de Cuba	CMKR	1090	.25
Santiago de Cuba	CMKW	1000	1.0
Santiago de Cuba	CMKC	1290	1.0
San Luis, Oriente	CMKQ	1460	0.5
Vedado	CMOX	1490	.25
Vedado	CMBS	1090	0.25
Vedado	CMBG	1390	0.25
Victoria de las Tunas	CMKG	1490	.25

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FUNCTIONS

To hold forums for exchange of ideas on matters concerning the advancement of television. To provide a meeting place where educators and leaders in public life can discuss the types of information the public should get; art forms which will come into existence through tele, and other matters. To hold and sponsor special meetings for the dissemination of information pertaining to tele. To encourage research and accomplishment by presentation of awards. To make Hollywood Television Capital of the world.

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FUNCTIONS

A non-profit organization representing all phases of advertising, dedicated to the uses of advertising in the public service.

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300 W. 42 St., New York 18, N. Y.
BRyant 9-0430

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FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising to:
To help make advertising increasingly more effective.
To raise continually higher standards of advertising practice.
To promote better public understanding of advertising.
To promote cooperative effort in advertising.
To encourage improvement in advertising education.

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FUNCTIONS

Impartion and objective research to promote greater effectiveness in advertising and marketing for advertisers, agencies, and media. Continuing Studies of Newspaper Reading, Transportation Adv., Farm Publications, Business Papers; Canadian Study of Transportation Adv., Canadian Study of General Magazines.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

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LEXington 2-7980

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(1) To protect, strengthen and improve the advertising agency business; (2) To advance the cause of advertising as a whole; (3) To give service to its members. In carrying out these aims, the A.A.A.A. also participates in many joint enterprises. The Advertising Council, Inc. the Committee on Consumer Relations in Advertising, Inc., Broadcast Measurement Bureau, Advertising Research Foundation, Traffic Audit Bureau, etc.

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5 Beekman St., New York 7, N. Y.
COrtlandt 7-1374

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FUNCTIONS

Subsidiary of the C.I.O. Broadcast Dept. devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors. Have agreements with thirty-two stations in the East, including eight contracts in the Metropolitan area of New York City.

AMERICAN COUNCIL ON EDUCATION

744 Jackson Place, Washington 6, D. C.
NAtional 5691

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FUNCTIONS

Acts as a clearing house for the exchange of educational opinion; seeks to define and clarify educational issues of national significance and to enlist appropriate agencies for their solution. Financed by membership due from educational organizations and institutions and by receipt of special grants for specific pieces of research.

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570 Lexington Ave., New York 22, N. Y.
PLaza 8-0600

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570 Lexington Ave., New York 22, N. Y. Phone: Plaza 8-0600. James C. Petrillo, Pres.

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2 W. 45 St., New York 19, N. Y.
VAnderbilt 6-1810

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San Francisco Local—26 O'Farrell St., San Francisco, Calif.; Geary Dolan, Secretary.

AMERICAN GUILD OF MUSICAL ARTISTS, INC.

276 W. 43 St., New York 18, N. Y.
LOngacre 5-7508

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FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artistes of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

AMERICAN MARKETING ASSOCIATION

1525 E. 53 St., Chicago 37, Illinois.
MU. 4-5267

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30 Chapters in 30 American Cities.

FUNCTIONS

A non-profit organization dedicated to the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

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MUrray Hill 5-2000

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360 N. Michigan Ave., Chicago 1, Ill. Phone: Franklin 2-3746.
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FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

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30 Rockefeller Plaza, New York 20, N. Y.
PLaza 7-2700

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In all principal cities through the United States.

FUNCTIONS

Organized in 1914, as a voluntary, unincorporated, non-profit assocaition to represent the performing rights of its members in negotiations with commercial users of music. Current membership is some 2,050 writer (composer and author) members; 360 publisher members.

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17 E. 45 St., New York 17, N. Y.
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FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to tedevision and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television· a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

ARTISTS' REPRESENTATIVES ASS'N., INC.

1270 Sixth Ave., New York 20, N. Y.
CIrcle 7-1379-80

OFFICERS

President ..... William Kent
Vice-Presidents ..... Nathan Lefkowitz, Art Weems, Pal Paul Marr.
Secretary ..... Harry A. Romm
Treasurer ..... Nat Kalcheim
Ass't Secretary ..... Ruth L. Simonson
Counsel ..... Jack J. Katz

BRANCH OFFICE

203 N. Wabash Ave., Chicago 1, Ill., Phone: CEntral 6-1775, Paul Marr. President.

FUNCTIONS

Trade association of Theatrical agents.

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

25 W. 45 Street, New York 19, N. Y.
LUxemburg 2-1790
Cable Address: MUSICPUB—NEW YORK

OFFICERS

Chairman of the Board ..... Sydney M. Kaye
President & Secretary ..... M. E. Tompkins
Vice President ..... Karl Bauer
Vice President ..... Earl B. Hall
Tresaurer ..... Charles A. Wall

BOARD OF DIRECTORS

Carl Haverlin, President, BMI; William Hedges, National Broadcasting Co.; Sydney M. Kaye, Vice President, BMI; Paul Morency, Radio Station WTIC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins, resident, AMP.

ASSOC. OF CANADIAN ADVERTISERS, INC.

701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario.
ADelaide 8046-7-8

OFFICERS

President—Lee Trenholm, Provincial Paper Limited, 388 University Ave., Toronto, Ontario.

Executive Vice-Pres., J. G. Hagey, The B. F. Goodrich Rubber Co. of Canada, Limited, Kitchener, Ontario.

Vice-Pres. & Treas.—J. W. Lawrence, The Borden Co., Limited, Spadina Crescent, Toronto, Ontario.

Vice-Presidents—H. T. Venning, Sherriff's Limited, 79 Don Roadway, Toronto, Ontario; John O. Pitt, Canadian Fairbanks-Morse Co., Ltd., 980 St. Antoine St., Montreal, Que.; Robert E. Day, Bulova Watch Co., Limited, 372 Bay Street, Toronto, Ontario.

Secretary—John A. M. Galilee, Association of Canadian Advertisers, Inc., 85 Richmond St. W., Toronto, Ontario.

General Manager—Athol McQuarrie, Association of Canadian Advertisers, Inc., 85 Richmond St., W., Toronto, Ontario.

DIRECTORS

T. M. Atkinson, Canadian Industries Limited, Box 10, Montreal, Que.; George S. Bertram (Immediate Past-Pres.), Swift Canadian Co., Limited, Union Stock Yards, Toronto, Ontario; G. Walter Brown, Bristol-Myers Co. of Canada, Ltd., 3035 St. Antoine St., Montreal, Que.; D. O. Durkin, John Inglis Co. Limited, 14 Strachan Ave., Toronto, Ontario; E. T. Gater, Sterling Products Limited, Windsor, Ontario: R. R. McIntosh, General Foods Limited, 330 University Ave., Toronto, Ontario; H. T. Markey, Dominion Textile Co. Ltd., 710 Victoria Square, Montreal, Que.; John M. Meldram, Canadian National Carbon Co., Ltd., 805 Davenport Road, Toronto, Ontario; M. M. Schneckenburger, The House of Seagram, 1430 Peel Street, Montreal, Que.; R. C. Scrivener, The Bell Telephone Co. of Canada, Beaver Hall Hill, Montreal, Que.; R. E. Sewell, Coca-Cola Limited, 90 Broadview Ave., Toronto, Ontario.

FUNCTIONS

This association was incorporated in March 1917. For 35 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

ASSN. OF ELECTRONIC PARTS AND EQUIPMENT MFRS.

33 N. La Salle St., Chicago 2, Ill.
Andover 3-4520

OFFICERS

Chairman ..... Mr. James Blacklidge
Vice Chairman ..... Mr. A. L. Tuttle
Treasurer ..... Miss Helen A. Staniland
Executive Secretary ..... Mr. Kenneth C. Prince
Public Relations Counsel ..... Mr. S. I. Neiman

FUNCTIONS

To afford a means of discussion and fraternizatien between manufacturers of radio parts and electronic equipment who sell their products through distributors.

ASSN. OF NATIONAL ADVERTISERS, INC.

285 Madison Ave., New York 17, N. Y.
ORegon 9-4940

OFFICERS

President ..... Paul B. West
V.. & Secretary ..... Edward T. Batchelder
Vice-President ..... J. F. Kurie
Vice-President ..... Cy Norton

Chairman of the Board.....W. B. Potter
(Eastman Kodak Co.)
Vice-Chairman .....Albert Brown
(The Best Foods, Inc.)

FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President.....Helen Hull
Vice-Pres. .....John T. Winterich
Secretary .....Merle Miller
Exec. Sec. .....Peter Heggie
Sec. to the Council.....Luise M. Sillcox

COUNCIL

Mortha Albrand, Agnes Rogers Allen, Cleveland Amory, Margaret Culkin Banning, Jacques Barzun, Lionel Day, Fairfax Downey, Irmengarde Eberle, George Fielding Eliot, Henry Pratt Fairchild, Gilbert W. Gabriel, John Gunther, John Hersey, Elizabeth Janeway, Annalee Jacoby, E. J. Kahn, Jr., Robert J. Landry, Richard Lauterbach, William J. Lederer, Richard Lockridge, Phyllis McGinley, Cord Meyer, Jr., Merle Miller, Maude Parker, Van Siller, Grace Zaring Stone, Rex Stout, Jerome Weidman, Glenway Wescott, John T. Winterich.

FUNCTIONS

National business organization of outhors in the publication field.

THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President .....Oscar Hammerstein, 2nd
Vice-Pres. .....John Hersey
Secretary .....Erik Barnouw
Treasurer .....Kurt Weill
Exec. Sec. .....Luise M. Sillcox
Asst. Exec. Sec. .....Evelyn F. Burkey

FUNCTIONS

The national business organization of authors and dramatists.

THE BRITISH BROADCASTING CORPORATION

630 Fifth Ave., New York 16, N. Y.
Circle 7-0656

OFFICERS

North American Rep.....Norman K. Luker
Program Director .....Sam J. Slate
Program Assistant.....Lillian Lang
Program Assistant.....Marian Moss
Chief Engineer.....Arthur S. Toby

BRANCH OFFICES

United Nations, Lake Success, N. Y., Phone: Fieldstone, 7-1100, Bernard Moore, U. N. Correspondent.

1150 Connecticut Ave., N W., Washington, D. C. Phone: Executive 1465.

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation cover two interrelated but separate operations. The first, Eastbound operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in BBC's North American Service.

BMI CANADA LIMITED

229 Yonge St., Toronto 1, Ont., Can.
Elgin 0040

OFFICERS

President .....Carl Haverlin
Vice-President .....Donald Manson
Vice President .....Harry Sedgwick
General Manager.....Robert J. Burton
Asst. General Manager.....William Harold Moon
Treasurer .....Charles A. Wall
Secretary .....T. Arthur Evans

BOARD OF DIRECTORS

Ernest L. Bushnell,CBC, Toronto, Carl Haverlin, BMI, N. Y.; Phil Lalonde, CKAC, Montreal; Donald Manson, CBC, Ottawa; Marcel Ouimet, CBC, Montreal, Harry Sedgwick, CFRB, Toronto; Jack Slatter, Radio Reps. Ltd., Toronto.

CANADIAN ADMINISTRATIVE STAFF

Publicity .....Jean L. Howson
Research & Accounting.....M. E. Hewitt
Distribution .....M. L. Ingram

QUEBEC BRANCH (French Division)

1502 St. Catherine St. W., Montreal, P. Q. Fitzroy 2552. T. Clyde Moon, Branch Manager; Dr. Claude Champagne, Editor-in-Chief; Marcel Fortier, Liaison; Mireille Fortier, Secretary.

FUNCTIONS

BMI Canada Limited was organized to encourage and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated composers, publishers and performing rights societies and to provide equal opportunity of recognition for all writers and composers.

BROADCAST MUSIC, INC. (BMI)

580 Fifth Ave., New York 19, N. Y.
PLaza 7-1800

OFFICERS

President .....Carl Haverlin
Vice-President—General Counsel ...Sydney M. Kaye
Vice-Pres. in charge of Finance & Treasurer
Charles A. Wall
Vice-Pres. in charge of Publisher Relations
Robert J. Burton
Vice-Pres. in charge Station Relations....Roy Harlow
Vice-Pres. in charge Foreign Relations...Jean Geiringer
Secretary .....M. E. Tompkins
Assistant Treasurer .....Charles E. Lawrence

BOARD OF DIRECTORS

Chairman, Justin Miller, National Association of Broadcasters, Washington, D. C.: Vice-Chairman, Sydney M. Kaye, Broadcast Music, Inc., N. Y.; Herbert V. Akerberg, Columbia Broadcasting System, N. Y.; John Elmer, WCBM, Baltimore; Wa ter Evans, Westinghouse Radio Stations, Inc., Baltimore; Carl Haverlin, BMI, N. Y.; William S. Hedges, National Broadcasting Co., N. Y.; Herbert Hollister, KBOL, Boulder City, Colo.; Leonard Kapner, WCAE, Pittsburgh; Joseph A. McDonald American Broadcasting Co , N. Y.; Paul W. Morency, WTIC, Hartford, Conn., J. Leonard Reinsh, WSB, Atlanta; J. Harold Ryan, Fort Industry Co., Toledo, Ohio; James E. Wallen, Mutual Broadcasting System, N. Y.

STATION RELATIONS

Roy Harlow, Director; Ralph Wentworth, Glenn Dolberg, James L. Cox, Al Marlin, Linn Pattee, Ken Sparnon, Burt Squire, Dorsey Owings.

NON-RADIO LICENSING DEPT.

Harry P. Somerville.....Director

Chicago Office, 360 N. Michigan Ave.: Andover 3-5394. Stan Myers, Mid-West Representative.

Los Angeles, 4040 Wilshire Blvd., Fairfax 8979, R. I. Kirk, Far-Western Representative.

PROFESSIONAL DEPT.

Julian Stearns, General Professional Mgr.; Professional Staff, Harold Wald, George Furness.

Chicago Office, 360 N. Michigan Ave. Andover 3-5394. Jimmie Cairns, Professional Representative.

Hollywood. Calif. Office: Sid Lorraine, Professional Mgr., 1549 N. Vine St., Hillside 7-7447. SYNCHRONIZATION Mgr. Eddie Janis.

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own

imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

THE BUREAU OF BROADCAST MEASUREMENT

701 Federal Building, 85 Richmond Street West, Toronto 1, Ontario, Canada
Adelaide 80-16-7-8

President: L. E. Phenner, Canadian Cellucotton Products Co., Limited, Toronto.

Vice-President: H. N. Stovin, Horace N. Stovin & Company, Toronto, Ont.

Secretary-Treasurer: Athol McQuarrie, Association of Canadian Advertisers, Inc., Toronto.

DIRECTORS

W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; E. A. Weir, Canadian Broadcasting Corporation, Toronto; Harold E. Stephenson, The Canada Starch Co., Limited, Montreal, Que.; C. R. Vint, Colgate-Palmolive-Peet Co., Limited, Toronto, Ont.; G. Frank Mills, Spitzer & Mills Limited, Toronto, Ont.; Stuart B. Smith, Canadian Advertising Agency Ltd., Toronto, Ont.; W. E. Trimble, Baker Advertising Agency, Ltd., Toronto, Ont.

FUNCTIONS

To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks Street, Ottawa, Can.
Phone: 3-4036

OFFICERS

Chairman of the Bd. ..... William M. Guild (CJOC, Lethbridge, Alberta)
Hon. Pres. & Vice-Prse. of the Bd. ... Ralph Snelgrove CKBB, Barrie, Ontario)
Manager ..... T. J. Allard
Secretary-Treas. ..... T. A. Evans
Dir. of Adv. & Sta. Service ..... Patrick Freeman

DIRECTORS

E. Finlay MacDonald, Halifax, N. S.; Malcolm Neill, Fredericton, N. B.; Phil Lalonde, Montreal, P. Q.; Dr. Charles Hiude, New Carlisle, P. Q.; Harry Sedgwick, Toronto, Ont.; D. K. Soble, Hamilton, Ont.; J. O. Blick, Winnipeg, Man.; E. A. Rawlinson, Prince Albert, Sask.; George Chandler, Vancouver, B. C.

BRANCH OFFICE

37 Bloor Street W., Toronto, Ont. Patrick Freeman, Dir. of Advertisers and Station Service.

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade association of 95 privately owned (independent) broadcasting stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

Hotel Astor, New York 19, N. Y.
Circle 6-5566

OFFICERS

President ..... Gene Buck
1st Vice-Pres. ..... Pat O'Brien
2nd Vice-Pres. ..... Jay Jostyn
Recording Secretary ..... Ed Begley
Historian ..... Kathryn Givney
Executive Secretary ..... George Buck
Chairman of Executive Board ..... Frank McNellis
Chaplain-Tresaurer ..... Rev. Gustav de Leon

FUNCTIONS

Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. Provide care for needy, ill, etc. and burial for indigent actors in Guild plot at Calvary Cemetery.

CATHOLIC WRITERS GUILD OF AMERICA, INC.

128 W. 71 St., New York 23, N. Y.
ENdicott 2-0412

OFFICERS

Spiritual Director ..... Rev. John B. Kelly
President ..... Charles N. Heckelmann
Vice-Pres. ..... Richard Reid
Vice-Pres. ..... Charles S. Strong
Executive Secretary ..... Eleanor M. Tucker

FUNCTIONS AND ACTIVITIES

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CANADA, LTD.

132 St. George St., Toronto 5, Ont., Canada
Phone: M. 8457

OFFICERS

President ..... Sir Ernest MacMillan, B.A., Mus. D. (Oxon.), Hon. R.A.M., F.R.C.M., F.R.C.O.
General Manager ..... William S. Low
Manager, Licensing Dept. ..... C. R. Matheson
Manager, Distribution Dept. ..... Ruth Passey
Comptroller ..... J. K. Bailey

DIRECTORS

Claude Champagne, Harold W. Cluff, C. C. Devereux, John Murray Gibbon, John Clarke, Ralph Hawkes, H. T. Jamieson, Mart Kenney, Sir Ernest MacMillan, Holmes Maddock, Richard F. Murray, Gordon V. Thompson.

FUNCTIONS

Composers, Authors and Publishers Association of Canada Limited licenses in Canada public performances of the copyright music of its own Canadian members, and of the members of affiliated performing right societies in twenty-one (21) countries.

THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President ..... Moss Hart
Vice-Pres. ..... George S. Kaufman
Secretary ..... Dorothy Fields
Exec. Sec. ..... Mills Ten Eyck, Jr.

FUNCTIONS

The national business organization of dramatists.

FEDERAL COMMUNICATIONS BAR ASSOCIATION

810 Colorado Bldg., Washington, D. C.
NA 2006

President ..... Guilford Jameson
1st Vice-Pres. ..... Neville Miller
2nd Vice-Pres. ..... William A. Porter
Secretary ..... Corwin R. Lockwood, Jr.
Tresaurer ..... Joseph F. Zias

EXECUTIVE COMMITTEE

Fred W. Albertson, Omar L. Crook, John F. Gibbons, Arthur W. Scharfeld, George S. Smith, Halph L. Walker.

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

FEDERAL RADIO EDUCATION COMMITTEE (FREC)

Federal Security Bldg., Room 3646, Washington 25, D. C.
Executive 6300, Extension 2897.

OFFICERS

Chairman ..... Earl J. McGrath
Secretary-Editor ..... Gertrude G. Broderick

EXECUTIVE COMMITTEE MEMBERS

Earl J. McGrath, U. S. Commissioner of Education, Chairman
Edwin H. Armstrong, FM Inventor and Professor of Electrical Engineering, Columbia University
Lyman Bryson, Counsellor on Public Affairs, Columbia Broadcasting System
Franklin Dunham, Chief, Radio Services, U. S. Office of Education, representing Assn. of Education by Radio
William C. Eddy, Director of Television, Station WBKB, Chicago
John Elmer, President, Baltimore Broadcasting Corporation
Sterling W. Fisher, Manager Public Affairs and Education Department, National Broadcasting Company
Willard E. Givens, Executive Secretary, National Education Association
Clyde Hissong, State Supt. of ublic Instruction (Ohio) representing National Cuoncil of Chief State School Officers
Very Rev. Msgr. Frederick G. Hochwalt, Director, Department of Education, National Catholic Welfare Conference
Dorothy A. Kemble, Director of Education, Mutual Broadcasting System
Robert B. Hudson, Director of Education, Columbia Broadcasting System
Harold B. McCarty, Director. Station WHA, University of Wisconsin, representing National Association of Educational Broadcasters
Bruce E. Mahan, Dean of Extension, State University of Iowa, representing National University Extension Association
Justin Miller, resident, National Association of Broadcasters
Robert Saudek, Vice-President in Charge of Public Affairs, American Broadcasting Company
Mrs. Nathan Straus, Director of Educational Programs, Station, WMCA, New York City.
Levering Tyson, President, Muhlenberg College

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcaster, on one hand, and the educator, on the other, combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educatiors; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Some two dozen printed publications are described in a free folder entitled, "What the FREC Offers You." Most of them are sold at 25 cents per copy. The monthly FREC Service Bulletin, a four-page publication giving news of current educational radio programs, sources of program material and other information of interest to teachers broadcasters, is available free on request. Other free publications include a monthly list of Selected Programs for Student Listening and a Directory of College Radio Courses.

FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N. W.,
Washington 25, D. C.
Executive 6800

PERSONNEL

Commissioner ..... John Carson
Commissioner ..... James M. Mead
Commissioner ..... William A. Ayres
Commissioner ..... Lowell B. Mason
Commissioner ..... (vacancy)
Secretary ..... D. C. Daniel
General Counsel ..... Wm. T. Kelley
Director, Bureau of Litigation .... Richard P. Whiteley
Director, Bu. of Legal Investigation ... James A. Horton
Director, Bureau of Industrial Economics ..... Dr. Corwin D. Edwards
Director, Bu. of Trade Practice Conferences and Wool Act Administration ..... Henry Miller
Director, Bu. of Stipulations ..... Egad B. Morehouse
Director, Bu. of Trial Examiners ..... F. C. Baggarly
Director, Bu. of Medical Opinions .. Dr. James J. Durrett

BRANCH OFFICES

Room 501, 45 Broadway, New York 6, N. Y.
Atty, in charge ..... Rolf H. Kielland
1118 New Post Office Bldg., Chicago 7, Ill.
Atty. in charge ..... John H. Bass
133 Federal Office Bldg., San Francisco 2, Calif.
Atty. in charge ..... Clarence T. Sadler
447 Federal Office Bldg., Seattle 4, Wash.
Atty. in charge ..... Walter W. Harris
1031 Federal Office Bldg., New Orleans 12, La.
Atty. in chrage ..... William B. Lott

FUNCTIONS

In general, the duties of the Commission are (1) to promote free and fair competition in interstate trade in the interest of the public through prevention of price-fixing agreements or combinations, boycotts, injurious price and other unlawful discriminations, and other practices which are in restraint of trade or which otherwise constitute unfair methods of competition or unfair or deceptive acts or practices; (2) to safeguard life and health of the consuming public by preventing the dissemination of false advertisements of food, drugs, devices and cosmetics which may be injurious to health; (3) to apply to the Commissioner of Patents for cancellation of the registration of trade-marks which are in violation of the provisions of the Lanham Trade-Mark Act; and (4) to conduct investigations of economic conditions in interstate and foreign commerce upon its own initiative, upon the direction of the President or the Congress, or upon application of the Attorney General.

THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA

934 Fifth Av., New York 21, N. Y.
REgent 4-1501

Director ..... Pierre Crenesse
Ass't. Dir. ..... Alice Lewitin
Manager ..... Michel Duhart
Public Relations ..... Shelley Dobbins
Ass't. Prog. Dir. ..... Jacqueline Landry

FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

RICHARD W. HUBBELL & ASSOCIATES

315 E. 56 St., New York 22, N. Y.
PLaza 8-2675

OFFICERS

Chairman ..... Richard W. Hubbell
Associate ..... Alfred N. Goldsmith
Associate ..... Robert Jerome Smith

FUNCTIONS—TELEVISION

Motion picture, and radio consultation service. Planning, constructing, and operating of TV and radio stations. Production and distribution of telefilm. Efficiency and engineering studies. 1948-49 clients included 21 TV stations, as well as film producers and investment syndicates here and abroad, law firms, newspapers, and manufacturers.

INSTITUTE FOR EDUCATION BY RADIO

Ohio State Univ., Columbus 10, O.
UN. 3148 Ext. 280

OFFICERS

Honorary Dir. . . . . W. W. Charters
Director . . . . . I. Keith Tyler
Asst to the Dir. . . . Paul L. Bogen
Secretary . . . . . Joan E. Zuber

FUNCTIONS

The Institute for Education by Radio is an annual conference of broadcacters, educators, and civic leaders sponsored by Ohio State Univ. It meets in Columbus each May. The Institute sponsors an Annual Exhibition of Educational Radio Programs, welcoming entries from stations and organizations. A yearbook containing the proceedings of the Conference is published annually under the title, EDUCATION ON THE AIR.

THE INSTITUTE OF RADIO ENGINEERS, INC.

1 E. 79 St., New York 21, N. Y.

OFFICERS

President . . . . . Raymond F. Guy
Vice-President . . . . . Sir Robert Watson-Watt
Treasurer . . . . . Donald B. Sinclair
Secretary . . . . . Haraden Pratt
Editor . . . . . Alfred N. Goldsmith

DIRECTORS

Ben Akerman, Stuart L. Bailey, W. R. G. Baker, Trevor H. Clark, A. V. Eastman, W. L. Everitt, Donald G. Fink, Ferdinand Hamburger, Jr., W. R. Hewlett, J. V. L. Hogan, T. A. Hunter, H. E. Kranz, J. W. McRae, F. H. R. Pounsett, H. J. Reich, J. D. Reid, B. E. Shackelford, J. E. Shepherd, J. A. Stratton.

INTER-AMERICAN ASSOCIATION OF BROADCASTERS (AIR)

Montevideo, Uruguay

OFFICERS

President . . . . . Goar Mestre
Vice-Pres. . . . . Emilio Azcarraga
Secretary . . . . . Eneas Machado de Assis
Directors . . . . . Lorenzo Balerio Sicco and Gilmore N. Nunn

Director of Permanent Office: Justino Jiménez de Aréchaga.

FUNCTIONS

AIR is an association made up of all the national associations of Broadcasters, from Canada to South (except Argentina), to protect private broadcasters specially from Government encroachment.

The postal address of the Permanent Office is "Asociacion" Interamericana de Radiodifusion. Cal'e Uruguay, 1218 Montevideo—URUGUAY.

INTERCOLLEGIATE BROADCASTING SYSTEM

706 Sanders Avenue, Schenectady 2, N. Y.

DIRECTORS & NATIONAL OFFICERS

Roger Clipp, Gen. Mgr., WFIL, Philadelphia, Pa.; John C. Crabbe, Dir. of Radio, Col'ege of the Pacific Stockton, Calif.; Guy Della Cioppa, Asst. of Chmn. of the Bd., CBS, Hollywood, Calif.; Dr. Franklin Dunham, Chief, Educational Uses of Radio, Federal Security Agcy., Washington, D. C.; Robert B. Hudson, Dir. of Univ. Broadcasting, Univ. of Illinois, Urbana, Ill.; Leo Martin, Head of Radio Dept., Univ. of Alabama, University, Ala.; Morris Novik, Public Service Radio Consultant, Exec. Secty. NAB, N. Y.; Judith Wa'ker, Dir., Public Service Dept., NBC, Chicago, Ill.: Harold Weiss, Dir. Radio, Southern Methodist University, Dallas, Tex.

EXECUTIVE OFFICERS

*Chairman . . . . . George Abraham
(2808 Erie St., S. E., Washington 20, D. C.)
Executive Dir. . . . . David W. Borst
(706 Sanders Ave., Schenectady 2, N. Y.)
Engr. Dir. . . . . Herbert B. Barlow
(1725 New Hampshire Ave., N. W., Wash. 9, D. C.)
Station Relations Mgr. . . . . James P. Wylie
(WESU. Middletown, Conn.)
*Program Mgr. . . . . Howard C. Hansen
(MacMurray College, Jacksonville, Ill.)
*Business Mgr. . . . . George I. McKelvey, III
(Todd Union, Univ. of Rochester, Rochester 3, N. Y.)

* A'so serve on the Board of Directors.

STAFF MEMBERS

General . . . . . Robert Fuhrman
Actg. Sales Mgr. . . . . David W. Borst

REPRESENTATIVES

Region No. 1 . . . . . James R. Wylie
(WESU, Middletown, Conn.)
Region No. 2 . . . . . Eugene Warner
(125 Eighth St., Troy, N. Y.)
Region No. 3 . . . . . Edward Kelty
(603 Hartley Hall, Col. Univ., New York 27, N. Y.)
Regions Nos. 4 and 5 . . . . . Peter Swanson
(Box 4527, University, Ala.)
Region No. 6 . . . . . Robert Mallory
(Box 279, Carnegie Inst. of Tech., Pittsburgh 13, Pa.)
Region No. 7 . . . . . Muriel Knudsen
(MacMurray College, Jacksonville, Ill.)
Region No. 8 . . . . . John C. Renshaw
(6623 Lake Circle, Dallas 14, Tex.)
Region No. 9 . . . . . Dean Lierle
(3100 S. Hoover Blvd., Los Angeles 7, Calif.)

FUNCTIONS

The Intercollegiate Broadcasting System is an association of college campus radio stations established to pool the resources of these stations and further the development of college radio in this country.

INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS (AFL)

1200 Fifteenth St., N. W., Washington 5, D. C.
DIstrict 3764

OFFICERS

International President . . . . . D. W. Tracy
International Secretary . . . . . J. Scott Milne
Asst. to President . . . . . Lawson Wimberly

FUNCTIONS

International Brotherhood of Electrical Workers is a labor organization affiliated with the American Federation of Labor. It admits to membership radio broadcast technicicans and engineers employed in radio and television stations. It has 67 local unions chartered for broadcast employees in the United States and 5 such local unions in Canada.

ROBERT S. KELLER, INC.

72 Barrow St. New York 14, N. Y.
WAtkins 4-6599

OFFICERS

President . . . . . Bob Keller
Vice-Pres. . . . . R. J. Anderson
Secretary . . . . . Amy Atkinson
Treasurer . . . . . E. Benjamin Wright

FUNCTIONS

Radio sales promotion with emphasis on personal contact; supplements network and spot salesmen by preparing and delivering station and market data direct to agency buyers; handles press and public relations; makes weekly report to stations on national advtg. activity.

THE LAMBS

130 W. 44 St., New York 18, N. Y.
LUxemburg 2-1515

OFFICERS

Shepherd . . . . . Bert Lytell
Boy . . . . . Walter N. Greazai
Corresponding Secretary . . . . . Bobby Clark
Recording Secretary . . . . . Jack Whiting
Treasurer . . . . . James E. Meighan
Librarian . . . . . Harold G. Hoffman

DIRECTORS

Elliott Nugent, Bruce Evans, Russ Brown, Earl Benham, John McManus, Joseph S. Buhler, William P. Adams, John Alexander, Emil Friedlander, Averell Harris, Arthur Vinton, Lep Solomon, Edward H. Ford, William David, Saul E. Rogers.

LIFE DIRECTORS EX-SHEPHERDS: R. H. Burnside, William Gaxton, Fred Waring, John Golden, Raymond Peck.

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons engaged professionally in the drama, music authorship, and the fine arts, as well as friends of those professions, and the col-

lection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of fianancial aid or assistance, to be disbursed in the discretion of the Council of the Club.

LOWELL INSTITUTE COOPERATIVE BROADCASTING COUNCIL

28 Newbury St., Boston 16, Mass.
KEnmore 6-6522

OFFICERS

Trustee ..... Ra'ph Lowell
Director ..... Parker Wheatley
Senior Producer ..... Richard Erstein
Adm. Ass't. ..... Lawrence Creshkoff
Planning & Evaluation Asst. ..... Timothy G. Dyas
Producer-Writer ..... R. Jarrett Tangney
Producer-Writer ..... S. Robert Rowe
Research & Inf. Ass't. ..... Maureen M. Mosher

COORDINATORS

Boston Col., Rev. Thomas F. Fleming, S. J.; Boston Univ., Prof. S. B. Gould; Harvard Univ., Mr. David W. Bailey; Mass. Inst. of Tech., Dean John E. Burchard; Northeastern Univ., Prof. Milton J. Schlagenhauf; Tufts College, Dean John P. Tilton.

FUNCTIONS

The Lowell Institute, in cooperation with Boston Col., Boston Univ., Harvard, M. I. T., Northeastern and Tufts presents a year-round nighttime schedule of educational broadcasts for adults over Boston's commercial stations, AM, FM, and TV.

MARKET RESEARCH COUNCIL

The LLOYD H. HALL CO., 570 Lexington Ave., N. Y. 18, N. Y.
PLaza 8-2467

OFFICERS

President ..... Vergil D. Reed
Vice-Pres. ..... Franklin R. Cawl
Sec'y.-Treas. ..... Lloyd H. Hall

EXECUTIVE COMMITTEE

Elmo C. Wilson, Vergil D Reed, Franklin R. Cawl, Cornelius Du Bois, Philip Salisbury.

FUNCTIONS

To stimulate scientific study and sound thinking in marketing research; to stimulate wider use of its services; to encourage Governmental agencies to undertake practical studies; to encourage the study of marketing research as a profession; to take on active interest in the placement and advancement of marketing research personnel; to provide the focal point around which marketing research men can gather; to invite speakers to the monthly meetings to discuss studies, techniques and problems pertaining to marketing research and related subjects; to encourage the highest ethical practices in the preparation and use of marketing research.

THE MUSIC PUBLISHERS CONTACT EMPLOYEES (A. F. of L.)

1270 Sixth Ave., New York 20, N. Y.
COlumbus 5-7362

OFFICERS

President ..... Robert Miller
Vice-President ..... Joseph Santly
Treasurer ..... Charles Lang
Members Exec. Bd. ..... Leo Diston, Ralph Smitman, Harry Santly, Sam Smith, Mack Clark, Mickey Garlock
Exec. Secty. ..... Robert Miller

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director ..... Morton Schaefer
8360 W. First St., Los Angeles, Calif.
Regional Director ..... Al Comparte
36 East Fifth Street, Cincinnati, Ohio
Regional Director ..... Danny Engel

FUNCTIONS

Labor Union.

MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

45 Rockefeller Plaza, New York 20, N. Y.
Circle 6-3084

OFFICERS

Chairman of the Board ..... Walter G. Douglas
resident ..... Lester Santly
Vice-resident ..... Jack Mills
Secretary ..... J. J. Bregman
Treasurer ..... Abe Olman
Agent and Trustee ..... Harry Fox

NATIONAL ASSOCIATION OF BROADCASTERS

(For Complete Listing See NAB Section—Page 237.)

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46 St., New York 19, N. Y.
LUxemburg 2-5130

OFFICERS

National Chairman ..... Oliver W. Nicoll

COUNCILS

37 W. 46 St., New York 19. Phone: LUxemburg 2-5130. Oliver W. Nicoll, Chairman, New York Council: 102 E Hubbard St., Chicago 11, Ill. Phone: DElaware 7-7017. Raymond A. Jones, Chairman, Chicago Council, George Maher, Sec.-Treas.; 6331 Hollywood Blvd., Hollywood 28, Calif. Phone: HIllside 5125. C'aude McCue, Chairman, Hollywood Council, James H. Brown, Sec.-Treas.; 375 O'Farrell St., San Francisco 2, Calif. ORdway 3-8484. John R. McDonnell, Chairman, San Francisco Council, William S. Gavin, Sec.-Treas.

CORRESPONDING OFFICES

Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston, Mass.; Cincinnati, O.; Cleveland, O.; Dallas, Tex.; Denver, Colo.; Detroit, Mich.; Fort Wayne, Ind.; Indianapolis, Ind.; Kansas City, Mo.; Louisville, Ky.; Miami, Fla.; Minneaplis-St. Poul, Minn.; New Orleans, La.; Omaha, Neb.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Racine, Wis.; Raleigh-Durham, N. C.; Rochester, N. Y.; Salt Lake City, Utah; Schenectady, N. Y.; Seattle, Wash.; St. Louis, Mo.

FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where their mutual interests coincide.

NATIONAL ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.
Circle 7-8194

OFFICERS

President ..... Fred Waring
Vice-President ..... Bing Crosby
Vice-President ..... Meyer Davis
Vice-President ..... Paul Whiteman
Vice-President ..... Al Jolson
Secretary ..... Eddie Duchin
Treasurer ..... Don Voorhees
General Counsel ..... Alfred Rice

BOARD OF DIRECTORS

Fred Allen, Connee Boswell, Noel Coward, Richard Crooks, Bing Crosby, Meyer Davis, Eddiae Duchin, Duke Ellington, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Andre Kostelanetz, Arthur W. Levy, uy Lombardo, Ray Noble, Walter O'Keefe, Irra Petina, Dick Powell, Fritz Reiner, Fabien Sevitzky, Nathaniel Shi'kret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, Paul Whiteman, Victor Young, Efrem Zimbalist.

FUNCTIONS

To protect the interpretive artist from exploitation of his recordings and transcriptions.

NATIONAL ASSOCIATION OF RADIO STATION REPRESENTATIVES

101 Park Ave., New York 17, N. Y.
MUrray Hill 5-4141

OFFICERS

President . . . . . Frank M. Headley
Vice-Pres. . . . . Robert D. C. Meeker
Treasurer . . . . . Lewis H. Avery
Secretary . . . . . F. Edward Spencer, Jr.
Managing Director . . . . . Thomas F. Flanagan

MEMBERS

Avery-Knodel Inc., John Blair & Company, Blair TV, Inc., The Bolling Company Inc., The Branham Company, Everett-McKinney Inc., Free & Peters Inc., The Friedenberg Agency Inc., Headley-Reed Company, George P. Hollingbery Company, The Katz Agency Inc., Robert Meeker Associates, Inc., John E. Pearson Company, Edward Petry Co. Inc., Ra-Tel, Paul H. Raymer Company, Inc., Walker Company, Inc., Weed & Company, Adam J. Young, Jr. Inc.

FUNCTIONS

To develop the use and increase the sale of national spot radio.

NATIONAL BETTER BUSINESS BUREAU, INC.

405 Lexington Ave., New York 17, N. Y.
MUrray Hill 6-3535

OFFICERS

President . . . . . R. P. Clayberger
Vice-Pres. . . . . Warren Agry
Secretary . . . . . Harry Dwight Smith
Treasurer . . . . . John L. Anderson
General Manager . . . . . Edward L. Greene

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

NATIONAL SOCIETY OF TELEVISION PRODUCERS

234 W. 44 St., New York 18, N. Y.
CHickering 4-0626

OFFICERS

President . . . . . Martin A. Gosch
Vice-Pres. . . . . Henry White
Secretary . . . . . Nathan M. Rudich
Treasurer . . . . . Irvin Paul Sulds
Director . . . . . Charles Basch
Director . . . . . Judy Dupuy
Director . . . . . Arthur Erlich
Director . . . . . Walter Armitage
Director . . . . . Oliver Nicoll
Counsel . . . . . James L. Fly

BRANCH OFFICE

7063 Sunset Blvd., Hollywood 28, Cal., Phone: GRanite 6930. Mal Boyd, Pres.

FUNCTIONS

The National Society of Television Producers (NSTP) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded tele. programs. Membership in NSTP is open to all such independent producers or production firms provided they are not a part of, or associated with, an advertising agency, tele. network, or local tele. station.

NATIONAL TELEVISON FILM COUNCIL

300 W. 23 St., New York 11, N. Y.
WAtkins 4-0460

President . . . . . Melvin L. Gold
(National Screen Service Corp., N. Y.)
Vice-Pres. . . . . William S. Roach
(Weisman, Grant & Jaffe, N. Y.)
Secretary . . . . . Miss Sally Perle
(Mesal Organization, N. Y.
Treasurer . . . . . Ed Evans
(Station WPIX, N. Y.)

BOARD OF DIRECTORS

Andrew Jaeger (Chairman), WABD—Dumont Television; Jerry Albert, United World Films, Inc.; Helen Buck, WCAU—Philadelphia; Jack Glenn, March of Time; William Holland, Hyperion Productions; J. A. Mauer, J. A. Mauer, Inc.; John Mitchell, United Artists; Henry Morley, Dynamic Films; Robert Paskow, WATV—New Jersey; Elaine Phillips, WSPD—O.; Irwin Shane, Televiser Magazine.

ADVISORY BOARD

Seymour M. Peyser, Phillips, Nizer, Benjamin & Krim, (Counsel); Ralph Cohn, Screen Gems, Inc.; W. W. Black, Official Television; Jerry Albert, United World Films, Inc. (Chairman Membership Com.); J. A. Maurer, J. A. Maurer, Inc. (Chairman, Film Production Clinic); John H. Mitchell, United Artists Corp. (Chairman, Distribution Committee); Henry Morley, Dynamic Films, Inc. (Chairman, Production Committee); Robert Paskow, WATV, (Chairman, Television Station Committee); Irwin Shane, Televiser, (Chairman, Program Committee); Paul White, International Trans-Video, (Chairman, Television Film Clearance Bureau).

PRESS REPRESENTATIVE

Sally Perle . . . . . The Mesal Organization

FUNCTIONS

National Television Film Council is a trade organization comprised of television stations, motion picture producers and distributors, and advertising agencies, for the purpose of establishing a standard of practices and procedures, with regard to the exhibition of films on television. Among its functions are: (a) establishing a Standard Exhibition Contract (b) Television Films Clearance Bureau (c) catalog of films available for television (d) Arbitration (e) Production Clinic f) Film Forum (g) Awards for television film production—Further activities yet to be announced.

NATIONAL VARIETY ARTISTS, INC.

223-5 W. 46 St., New York 19, N. Y.
COlumbus 5-0956-7

OFFICERS

President . . . . . Louis Handin
First Vice-Pres. . . . . Jack O'Brien
Second Vice-Pres. . . . . Harry Jackson
Treasurer . . . . . Al Friedman
Secretary . . . . . Rosa Crouch

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

OHIO ASSOCIATION OF BROADCASTERS

40 E. Mill St., Akron 8, O.

OFFICERS

President . . . . . Carl George
Vice-Pres. . . . . Al Albinger
Sec'y-Treas. . . . . Fred Bock

FUNCTIONS

Trade organization. The purpose to be of mutual benefit in all matters pertaining to radio in Ohio.

PENNSYLVANIA ASSOCIATION OF BROADCASTERS

31 N. 2 St., Harrisburg, Pa.
Phone: 4-0191

President . . . . . Frank R. Smith, Jr., WBPV
Vice-Pres. . . . . C. G. Moss, WLRT
Secretary . . . . . David J. Bennett, Jr., WKBO
Treasurer . . . . . George E. Joy, WRAK

DIRECTORS

Leonard Kapner, WCAE; Gordon Gray, WIP; Clair R. McCullough, WGAL; J. S. Booth, WCHA; Vic Diehm, WAZL; W. K. Ulerich, WCPA; David M. Baltimore, WBRE.

FUNCTIONS

An association of the broadcasting stations of Pennsylvania formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state.

PITTSBURGH RADIO AND TELEVISION CLUB

Hotel Sheraton, Pittsburgh, Pa.

OFFICERS

President . . . . . George L. Young
1st Vice-Pres. . . . . Frank A. Tooke
2nd Vice-Pres. . . . . Bill Sutherland

3rd Vice-Pres. ..... Ronnie P. Taylor
Secretary ..... Marjorie Thoma
Treasurer ..... Marie Wilk

DIRECTORS

George Baren Bregge, Lloyd Chapman, T. J. MacWilliams, Joseph McLaughlin, John L. Meridan, Leslie B. Sterne, G. Taylor Urquhart.

FUNCTIONS

An organization of radio and television personnel from stations, agencies, advertisers, allied organizations and suppliers; fosters goodwill and fellowship and brings to its members vital knowledge and information about their business and profession.

PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.
COlumbia 5-7362

OFFICERS

President ..... Rocco Vocco
First Vice-President ..... Joseph Santly
Second Vice-President ..... Charles Warren
Third Vice-President ..... Phil Kornheiser
Treasurer ..... Irving Tanz
Financial Secretary ..... Michael L. Schloss
Recording Secretary ..... Louis E. Schwartz
Sergeant-at-Arms ..... David Kent
Executive Director ..... Bob Miller

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director ..... Morton Schaefer
8360 W. First St., Los Angeles, Calif.
Regional Directoi ..... Al Comparte
36 East Fifth Street, Cincinnati, Ohio
Regional Director ..... Danny Engle

FUNCTIONS

Charitable and Benevolent Organization.

PROTESTANT RADIO COMMISSION

297 Fourth Ave., New York 10, N. Y.
GRamercy 5-3475

OFFICERS

Chairman ..... Paul C. Payne
Vice-Chairman ..... Truman B. Douglass
Director ..... Everett C. Parker
Dir. of Prod. ..... Albert Crews
Special Programs ..... Wesley B. Goodman
Special Events ..... Harold J. Quigley

FUNCTIONS

The Protestant Radio Commission is a cooperative, interdenominational organization that functions to improve the quality of Protestant radio and tele. broadcacting.

RADIO EXECUTIVES CLUB OF BOSTON, INC.

485 Boylston St., Boston 16, Mass.
COpley 7-0123

OFFICERS

President ..... Mr. Craig Lawrence
WCOP, Boston
1st Vice-Pres. ..... Miss Nono Kirby
WLAW, Boston
2nd Vice-Pres. ..... Mr. Edmund J. Shea
James Thomas Chirurg Co., Boston
Treasurer ..... Miss Janet Gilbert
Harold Cabot & Co., Inc., Boston
Secretary ..... Mr. Elmer Kettell
Kettell-Carter, Boston

FUNCTIONS

Monthly luncheon meetings with speakers on various phases of radio and tele.

RADIO EXECUTIVES CLUB OF NEW YORK

President's Office, 485 Madison Ave., N. Y. 22, N. Y.
PLaza 5-2000

OFFICERS

President ..... John J. Karol
(Columbia Broadcasting System, Inc.)
Vice-Pres. ..... Gordon Mills
(National Broadcasting Company)
Secretary ..... Claude Barrere,
Foreign Language Quality Network
Treasurer ..... Lewis H. Avery,
Avery-Knodel, Inc.

FUNCTIONS

The purpose of the Radio Executives Club of New York is to provide a common meeting place for all who are concerned with the administration and development of all phases of broadcasting, including AM, FM and television. The Radio Executives Club will seek to inform its members on the more important functions and problems of broadcasting in all its forms. but will not seek to regiment the opinions of its individual members. Through all means at its disposal, the Club will disseminate information concerning broadcasting which will provide a better understanding of its problems, not only to the industry, but to the public at large.

The REC holds meetings the first and third Thursday of each month from October through May, at luncheons, Hotel Roosevelt, New York Ciy.

RADIO GUILD, LOCAL No. 50, UOPWA—C.I.O.

30 E. 29 S., New York 16, N. Y.
MUrray Hill 6-2977

OFFICERS

President ..... Arnold Latt
1st Vice-Pres. ..... Deborah Ishlon
2nd Vice-Pres. ..... Nathanial Scott
Treasurer ..... Nelda Scudder
Secretary ..... Diana Howard
Guild Rep. ..... Sylvia Sheridan

OFFICERS

A trade union representing office workers and professionals in the radio industry.

RADIO MANUFACTURERS ASSOCIATION

1317 F. St., N. W., Washington 4, D. C.
NAtional 4901

OFFICERS

President ..... R. C. Cosgrove
(Avco Mfg. Corp.)
Exec. Vice-Pres., Gen. Mgr. ..... Bond Geddes
Tresaurer ..... Leslie F. Muter
(The Muter Co.)
General Counsel ..... John W. Van Allen
Vice-Presidents ..... G. M. Gardner, (Wells-Gardner & Co.), R. E. Carlson (Tung-Sol Lamp Works, Inc.), W. J. Barkley (Collins Radio Co.), A. D. Plamondon, Jr. (Ind. Steel Prod. Co.), A. Liberman Talk-A-Phone Co.).

HEADQUARTERS STAFF

Secretary ..... Bond Geddes
Dir. Publ. Rel. ..... James D. Secrest
Ass't. Transmitter Div. ..... Ralph M. Haarlander
Editorial Ass't. ..... Peter H. Cousins
Office Manager ..... Anna M. Chase

DIRECTORS

E. Alschuler, Sentinel Radio Corp.; R. E. Carlson, Tung-Sol Lamp Works, Inc.; G. M. Gardner, Wells-Gardner & Co.; Joseph Gerl, Sonora Radio & TV Corp.; H. J. Hoffman, Machlett Laboratories, Inc.; H. L. Hoffman, Hoffman Radio Corp.; George Lewis, Federal Telephone & Radio Corp.; W. R. G. Baker, Gen. Electric Co.; A. Liberman, Talk-A-Phone Co.; Ray H. Manson, Stromberg-Carlson Co.; H. C. Mattes, Belmont Radio Corp.; Ernest Searing, Inter. Resistance Co.; Ray F. Sparrow, P. R. Mallory & Co. Inc.; R. C. Sprague, Sprague Electric Co.; Leslie F. Muter, The Muter Co.; Benjamin Abrams, Emerson Radio & Pronograph Corp.; Max F. Balcom, Sylvania Electric Products, Inc.; W. J. Barkley, Collins Radio Co.; H. C. Bonfig, Zenith Radio Corp.; Herbert W. Clough, Belden Mfg. Co.; R. C. Cosgrove, Axeo Mfg. Corp.; G. Richard Fryling, Erie Resistor Corp.; S. Insull, Jr., Stewart-Warner Electric Div.; J. J. Kahn, Standard Transformer Corp.; F. R. Lack, West. Electric Co.; W. A. MacDonald, Hazeltine Electronics Corp.; A. D. Plamondon, Jr., Ind. Steel Prod. Co.; Glenn W.

Thompson, Noblitt-Sparks, Industries Inc.; Lloyd H. Coffin, Hytron Radio & Electronics Corp.; Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; J. B. Elliott, RCA, Victor Div.; Walter Evans, Westinghouse Electric Corp.; Paul V. Galvin, Motorola Inc.; George R. Haase, Operadio Mfg. Co.; W. J. Halligan, The Hallicrafters Co.; Larry F. Hardy, Philco, Corp.; R. E. Laux, General Instrument Corp.; E. A. Nicholas, Capehart-Farnsworth Corp.; Richard A. O'Connor, The Magnavox Co.; J. Hall Stackpole, Stackpole Carbon Co.; R. L. Triplett, Triplett Electrical Instrument Co.

FUNCTIONS

Non-profit co-operative trade ass'n for the promotion of all radio interests and special services to radio and electronic manufacturers.

RADIO MANUFACTURERS ASSOCIATION OF CANADA

Room 301, 159 Bay St., Toronto 1, Ont.
ADelaide 1531

OFFICERS

President ..... F. R. Deakins
RCA Victor Co. Ltd., Montreal, P. Q.
Vice-Pres. ..... R. A. Hackbusch
Stromberg-Carlson Co. Ltd., Toronto, Ont.
Chairman, Transmitter Division..... H. R. Varcoe
Northern Electric Co. Ltd., Belleville, Ont.
Vice-Chairman, Transmitter Div..... S. G. Paterson
Rogers Majestic Ltd., Leaside, Ont.
Chairman, Parts & Accessory Div..... H. A. Frankel
National Fibre Co. Ltd., Toronto, Ont.
Vice-Chairman, Parts & Accessory Div... L. M. Price
Radio Valve Co. Ltd., Toronto
Executive Sec. ..... S. D. Brownlee
Radio Mfrs. Assoc. of Canada, Toronto, Ont.
Chairman, Transmitter Eng. Com..... J. H. Pratt
RCA Victor Co. Ltd., Montreal
Vice-Chairman, Transmitter Eng. Com... C. H. Brereton
Rogers Majestic Ltd., Toronto
Chairman, Receiver Eng. Com..... A. B. Oxley
RCA Victor Co. Ltd., Montreal, P. Q.
Vice-Chairman, Receiver Eng. Com... F. H. R. Pounsett
Stromberg-Carlson Co., Toronto
Chairman, Service Committee..... F. Tewsley
Stromberg-Carlson Co., Ltd., Toronto
Vice-Chairman, Service Committee..... M. E. Nylin
Rogers Majestic Ltd., Leaside, Ont.

FUNCTIONS

This Association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

RADIO PARTS & ELECTRONIC EQUIPMENT SHOWS, INC.

33 North La Salle Street, Chicago 2, Ill.

OFFICERS

President ..... Jerome J. Kahn
Vice-President ..... W. W. Jablon
Secretary ..... Wm. O. Schoning
Treasurer ..... Les A. Thayer

BOARD OF DIRECTORS

Robert C. Sprague, Charles A. Hansen, Chas. Golenpaul, Lew W. Howard, Aaron Lippman.
Gen. Mgr. & Legal Counsel..... Kenneth C. Prince
Public Relations Counsel..... S. I. Neiman

FUNCTIONS

To organize, spnosor, promote and conduct national displays and exhibitions of radio and television parts, accessories and equipment for the benefit of its exhibitors and the radio trade in general.

THE RADIO PIONEERS CLUB

30 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-8300

OFFICERS

Founder ..... H. V. Kaltenborn
Honorary Presidents..... David Sarnoff, Lee de Forest
President ..... Frank E. Mullen
First Vice-Pres..... Ortis H. Caldwell
Second Vice-Pres..... Arthur B. Church
V.-P. & Secty..... Paul W. Morency
V.-P. & Treas..... Carl Haverlin
Vice-Presidents.... Martin Campbell, Jack R. Poppele

FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purposes of friendship and education. The Club shall be a central clearing house for the exchange of information and historical data about the Radio Industry and shall record in form to be determined facts and data about the history of the Radio Industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

The purposes as outlined in the constitution are sufficiently broad to enable the Radio Pioneers to undertake almost any task which the Club may desire for the furtherance of the Radio Industry.

Accordingly, 1950 will mark the establishment of a Radio Hall of Fame in which the memories of men and women whose contribution have placed them among the immortals will be perpetuated.

RADIO SCRIPT & TRANSCRIPTION EXCHANGE

U. S. Office of Education, Washington 25, D. C.
EXecutive 6300, Ext. 2897

STAFF

Chief ..... Franklin Dunham
Radio Education Specialist..... Gertrude C. Broderick

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

RADIO AND TELEVISION DIRECTORS GUILD

(affiliated with A. F. of L.—International)
114 E. 52 St., New York 22, N. Y.
PLaza 3-4300, Ext. 214

OFFICERS

National Pres. ..... Lester O'Keefe (New York)
First Vice-Pres..... Mel Williamson (Hollywood)
Second Vice-Pres..... Lyle D. Barnhart (Chicago)
Third Vice-Pres..... Ernest Ricca (New York)
National Sec. ..... Oliver W. Nicoll (New York)

NATIONAL BOARD

Lyle D. Barnhart, Chicago· Tom Bennett, New York; Murray Bolen, Hollywood; Ted Corday, New York; Thomas Freebairn-Smith, Hollywood; Arthur Hanna, New York; Jack Johnstone, Hollywood; Hal Miller, Chicago; Oliver W. Nicoll, New York; Lester O'Keefe, New York; Charles Polacheck, New York; Ernest Ricca, New York; William M. Sweets, New York; Charles Vanda, Hollywood· Mel Williamson, Hollywood; and George Zachary, New York.
National Executive Sec..... Newman H. Burnett
General Counsel ..... Ben Meyers
Certified Public Accountant..... Michael M. Enzer

LOCALS

114 East 52 St., New York City 22, PLaza 9-0875. Officers: President, Ernest Ricca; Vice President, Ralph Warren; Secretary, Betty Todd; Treasurer, Paul Harrison. Council: Joseph Bell, Leonard Blair, Don Gillis, Charles Polacheck, Frank Schaffner, William M. Sweets.

6305 Yucca St., Hollywood 28, Cal., GRanite 5866. Officers: President, Murray Bolen; Vice President, Helen Mack McAvity; Secretary-Treasurer, Sterling Tracy. Council: Ted Bliss, Thomas Freebairn-Smith, Gordon Hughes, Dick Mack, Carlton E. Morse; Executive Secretary, Mel Williamson; Counsel, Morris E Cohn; 203 N. Wabash St., Chicago 1, Ill.; ANdover 3-5458. Officers: President, Ben Park; Vice President, Herbert Lateau· Secretary-Tresaurer, Hal Miller. Council: Thomas P. Bashaw, Philip Bowman, Alan M. Fishburn, Homer R. Heck; Counsel, Ben Meyers.

FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and floor managers of radio and television programs and to protect and secure their rights in their professional activities.

THE RADIO WRITERS' GUILD OF THE AUTHORS' LEAGUE OF AMERICA, INC.

6 E. 39th Street, New York 16, N. Y.
MUrray Hill 6-5251-2-3

OFFICERS

National President ..... Paul Franklin
Vice-President: Eastern Region ..... Sheldon Stark
Midwestern Region ..... Lester Weinrott
Vice-President: Western Region ..... Milton Merlin
Western Regional Exec. Sec. ..... Michael Davidson
Nat'l. & Eastern Regional Exec. Sec. ..... James A. Stabile

BRANCH OFFICES

Chicago: 410 N. Michigan Ave., Phone SUperior 7-6092. Room 360. Hollywood 1655 N. Cherokee Ave., Phone, Hollywood 3601.

FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for radio broadcasting.

Director ..... Mr. F. H. Elphicke

"THE REPRESENTATIVES" OF RADIO PARTS MFRS., INC.

One N. La Salle St., Chicago 2, Ill.
DE 2-0192

OFFICERS

National President ..... William E. McFadden
Nat'l 1st Vice-Pres. ..... J. Y. Schoonmaker
Nat'l 2nd Vice-Pres. ..... Wilmer S. Trinkle
Nat'l 3rd Vice-Pres. ..... Norman B. Neely
Nat'l Sec.-Treas. ..... Russ Diethert

PUBLIC RELATIONS COUNSEL

Jane Drucker, One N. La Salle, Chicago 2, Ill. National headquarters).

BOARD OF GOVERNORS

Irvin Aaron, S. K. Macdonald, Les DeVoe (chairhan), Robert Breuer, David Marshank, R. W. Farris, and Fred Ellinger.

INDUSTRY RELATIONS COMMITTEE

Paul Sturgeon, Alec Gianaras (chairman), Joseph Sprung, Dean Lewis, and James Millar.

BRANCH OFFICE

(Sixteen regional chapters, only).

FUNCTIONS

"The Representatives" is composed of independent sales representatives who sell radio, electronic, and tele. parts for recognized manufacturers to distributors, jobbers, industrial accounts, government agencies, laboratories, etc. on a commission basis.

SESAC INC.

475 Fifth Ave., New York 17, N. Y.
MUrray Hill 5-5365

OFFICERS

President ..... Paul Heinecke
Secretary-Treas. ..... R. C. Heinecke
General Manager ..... K. A. Jadassohn

FUNCTIONS

Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

SOCIETY OF MOTION PICTURE ENGINEERS

342 Madison Ave., New York 17, N. Y.
MU 2-2185

OFFICERS

President ..... E. I. Sponable
Past President ..... L. L. Ryder
Executive Vice-Pres. ..... Peter Mole
Engineering Vice-Pres. ..... F. T. Bowditch
Editorial Vice-Pres. ..... C. R. Keith
Financial Vice-Pres. ..... R. B. Austrian
Convention Vice-Pres. ..... W. C. Kunzmann
Secretary ..... R. M. Corbin
Treasurer ..... F. E. Cahill
Executive-Sec. ..... Boyce Nemec

FUNCTIONS

The advancement of motion picture engineering and the allied arts and sciences; the standardization of the mechanisms and practices employed in the motion picture industry, and the dissemination of scientific knowledge by publication. Television-developing and documenting the technical history of television and all forms of pictorial rendition of action.

SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)

1250 Sixth Ave., New York 20, N. Y.
COlumbus 5-3758

OFFICERS

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Secretary ..... Peter De Rose
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FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

SOUTHERN CALIFORNIA BROADCASTERS ASSN.

6253 Hollywood Blvd., Hollywood 28, Calif.
HOllywood 9-7254.

OFFICERS

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Tele. Development Dir. CBS Hollywood,
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FUNCTIONS

Represents 47 member stations and networks, located in Southern California from San Luis Obispo to El Centro, in all matters concerning broadcast industry as a whole in that area. Acts as central source of research, public service contact, promotion of use of media, etc. Regular meetings second Thursday noon, Hollywood Roosevelt Hotel.

SPORTS BROADCASTERS ASSOCIATION

c/o WMGM, 711 Fifth Ave., New York 22, N. Y.
MUrray Hill 8-1000

OFFICERS

President ..... Mel Allen
First Vice-President ..... Jimmy Dolan
Second Vice-President ..... Russ Hodges
Treasurer ..... Andy Lang
Secretary ..... Harold Holtz
Executive Secretary ..... Al Frazin

FUNCTIONS

Regular luncheon organization meeting weekly during fall, bi-monthly throughout remainder of the

year to discuss sports broadcasting to promote the art of sports broadcasting and to increase listener interest in sports news dissemination

TELEVISION BROADCASTERS ASSN., INC.

500 Fifth Ave., New York 18, N. Y.
LAckawanna 4-4788

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FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

TELEVISION PRODUCERS ASSOCIATION, INC.

7063 Sunset Blvd., Hollywood 28, Calif.
GRanite 6930

OFFICERS

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Vice-Pres.	Michael Stokey
Executive Vice-Pres.	Bernie Ebert
Secretary	Gladys Rubens
Treasurer	Maleese Black
Legal Counsel	Max Gilford

BOARD OF DIRECTORS

Mal Boyd, Michael Stokey, George Fogle, Gladys Rubens, Maleese Black, Syd Cassyd, Jon Slott, Mort Singer, Robert Coleson, Bernie Ebert.

FUNCTIONS

A non-profit organization to cultivate harmony and unity among its members and between them and firms, corporations or individuals within or without the telecast industry; to improve the working conditions of its members and their protection against unjust practices or impositions upon their fair rights, by those with whom they have business relations.

TELEVISION FILM PRODUCERS ASSOCIATION

8822 W. Washington Blvd., Culver City, Calif.
Texas 0-4525

OFFICERS

President	Hal Roach, Jr.
Vice-Pres.	Carl Dudley
Secretary	Glenn Miller
Treasurer	Roland Reed

BOARD MEMBERS

Herbert L. Strock, Al Herman, Perry King, Wallace Worsley, Bernard J. Carr.

FUNCTIONS

Non-profit organization for furtherance of tele. film, standards, practices, etc.

UNITED NATIONS—RADIO DIVISION

OFFICERS

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Dir., Dept. of Pub. Info.	Tor Gjesdal
Dir., Radio Div.	Peter Aylen
Deputy Dir., Radio Div.	Carlos Garcia Palacios
Chief of Production	W. Gibson Parker
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Hugh Williams, European and Middle East Services; Eugenio A. Soler, Latin American Services; Mike Peng, Transpacific Services; Gerald Kean, English Language Services; Dorothy Lewis, U. S. Station Relations; Caesar Ortiz, Supvr., Radio Reports Desk.

FUNCTIONS

The United Nations Department of Public Information maintains a radio division for the purpose of servicing the various privately owned and government operated systems of broadcasting around the world. Composed of 90 staff members, representing 22 nationalities, the division releases news and information concerning the activities of the U. N. Its services to U. S. stations include daily and weekly programs with special events and documentaries.

U. S. MARINE CORPS, DIVISION OF PUBLIC INFORMATION

Headquarters, U. S. Marine Corps, Washington, D. C.
Republic 7400

OFFICERS

Director, Division of Public Information, Brig. Gen. Clayton C. Jerome, USMC.

BRANCH OFFICE

Division of Public Information, 90 Church St., New York 7, N. Y.; Phone: Rector 2-9100; Tech. Sgt. George W. Courtney, Charge of Radio and Tele.

FUNCTIONS

The New York Office of the Division of Public Information is the Marine Corps representative for national radio, and local network tele. Services offered are: Radio-Tele. production, transcribed programs, scripts, spot announcements, guests.

WASHINGTON STATE ASSOCIATION OF BROADCASTERS

c/o Station KHQ, Spokane, Wash.
Main 5131

OFFICERS

President	R. O. Dunning
Vice-Pres.	James W. Wallace
Secretary-Treas.	Tom Olsen
Director	O. W. Fisher
Director	H. J. Quilliam

BRANCH OFFICE

Washington State Radio News Bureau, Legislative Bldg., Olympia, Wash.; Phone: 7433; Carl Downing Managing Dir.

FUNCTIONS

A non-profit Association made up of broadcasters of Washington state to advance the interest of the radio broadcasting industry in the state of Washington. Maintains a Washington State Radio News Bureau at the state capitol, Olympia. Serves radio stations of the state with a weekly quarter hour program plus special coverage daily concerning Washington's biggest business—its government.

WESTERN ASSOCIATION OF BROADCASTERS

1015 Third Ave., So., Lethbridge, Alberta.
Phone: 3161

OFFICERS

President	Mr. William Guild
Director	Mr. E. A. Rawlinson
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FUNCTIONS

A voluntary trade association composed of radio stations from the Great Lakes to the Pacific.

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